

ARCHIE
SERIES

Archie's Girls



FDC

12¢

NO. 93
SEPT.

Betty and Veronica

THERE'S NOTHING
LIKE A TRIP TO
THE COUNTRY TO
GET AWAY FROM
THE CROWDS!



Male or Female MINIATURE DOG at NO COST!



Will
You
Give
Me A
Home?

SUPPLY
LIMITED

This is our way of getting acquainted. This cute, loveable, young Miniature Dog needs a home. It is so tiny you can carry it in a pocket or hold it in one hand, yet is so intelligent it is almost human. A reliable watch dog as well as a loyal and affectionate pet. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my own tiny pet so much that I'm sure you'll love one too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival and I'll send you the "Movietone" frame at no extra cost. Your original returned. Also include the color of hair and eyes with each picture, so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Limit of 2 to any one adult. Mrs. Ruth Long, Gift Mgr.

I would like to receive the Miniature Dog. Please send me premium letter and 20 coupons to hand out free. Enclosed find snapshots or negatives for enlarging. (Limit of 2).

Color of Hair..... Color of Eyes.....

Name.....

Address.....

City..... State.....

DEAN STUDIOS (25th Year), Dept. X-631, 913 Walnut St., Des Moines 2, Iowa

Amazing, NEW, 10 Second POLAROID CAMERA at NO COST!



To get acquainted, I'll send you this amazing Polaroid Camera that you've seen advertised everywhere. In 10 seconds, have beautiful pictures of your loved ones, friends, scenery, etc. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. You'll love your new easy-to-operate Polaroid, and the pictures it takes, as I do mine. Please send me your favorite snapshot, photo or Kodak picture when writing for your Polaroid Camera. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can also give you our bargain offer on a second enlargement hand-colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Polaroid Cameras is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-632 • 913 Walnut Street • Des Moines 2, Iowa

NEW, Tiny, Powerful BULOVA RADIO at NO COST!



To get acquainted, I'll send you this superbly built Bulova super-powered 7-transistor "slim line" portable radio. Guaranteed one full year. Features precision tuning and jewelry styling. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I get so much enjoyment from my beautiful Bulova transistor radio that I'm sure you would love one for your home, too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Bulova radio. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement hand colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Bulova radios is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-633 • 913 Walnut Street • Des Moines 2, Iowa



SUPPLY
LIMITED

PLEASE GIVE ME A HOME at NO COST!

Your NEW Real, Live MINIATURE MONKEY

This cute, little, Miniature Monkey needs a home. It is so small you can carry it in your pocket or hold it in one hand. To get acquainted, I'll send you this live, loveable Miniature Monkey. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my tiny pet so much that I'm sure you'll love one, too. Please send me your favorite snapshot, photo or negative when writing for your Miniature Monkey. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. SEND TODAY for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Miniature Monkeys is limited. Mrs. Ruth Long, Gift Manager.

I would like to receive the Miniature Monkey. Please send me premium letter and 20 coupons to hand out free. Enclosed find snapshots or negatives for enlarging. (Limit of 2).

Color of Hair..... Color of Eyes.....

Name.....

Address.....

City..... State.....

DEAN STUDIOS

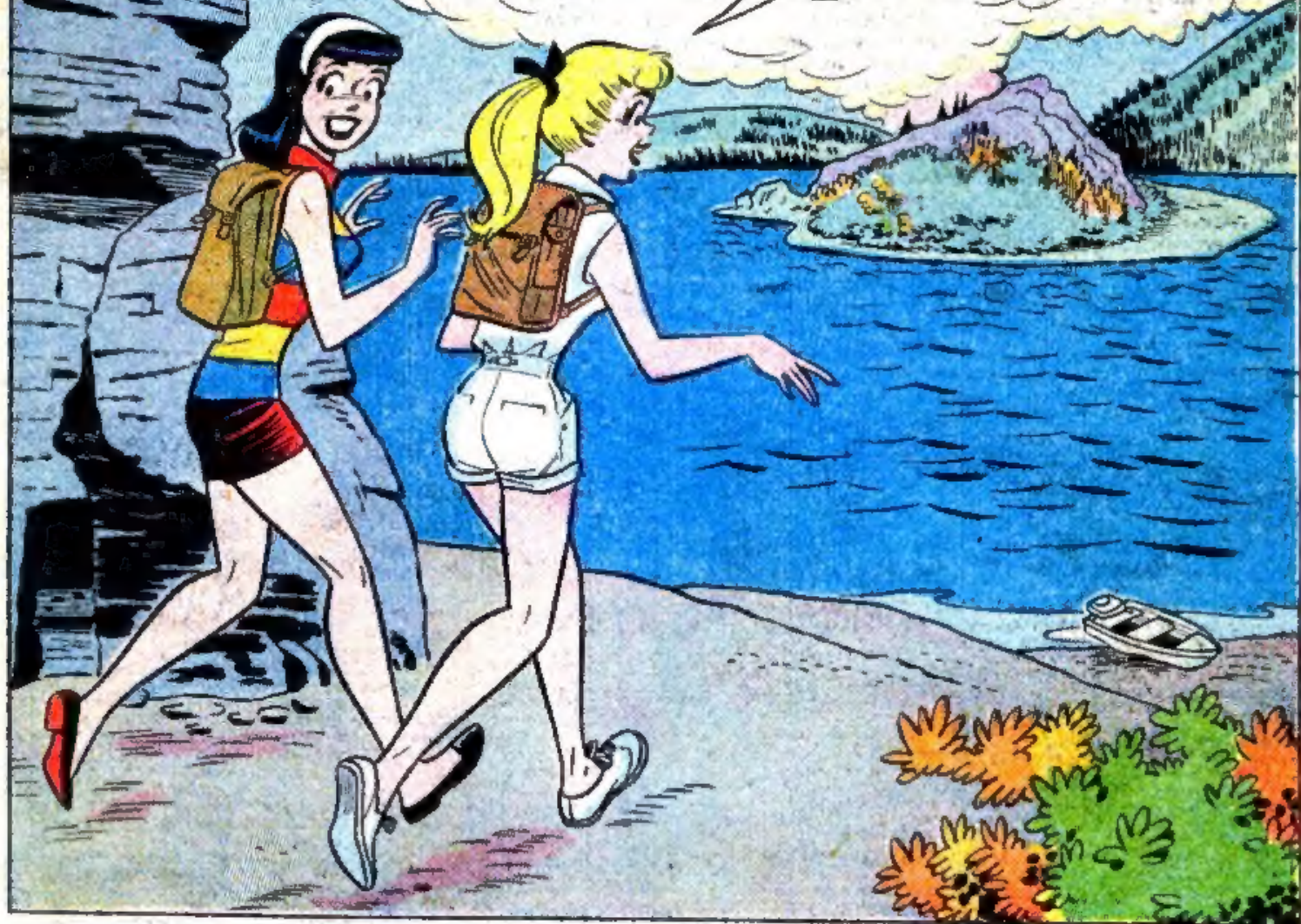
Dept. X-634, 913 WALNUT STREET
DES MOINES 2, IOWA

Betty and Veronica

FOLLOW the GIRLS

SHH! QUIET! WE DON'T WANT ARCHIE AND REGGIE TO SPOT US!

IT WILL BE A NOVELTY TO HAVE OUR PICNIC WITHOUT THOSE WILD BOYS, FOR A CHANGE!



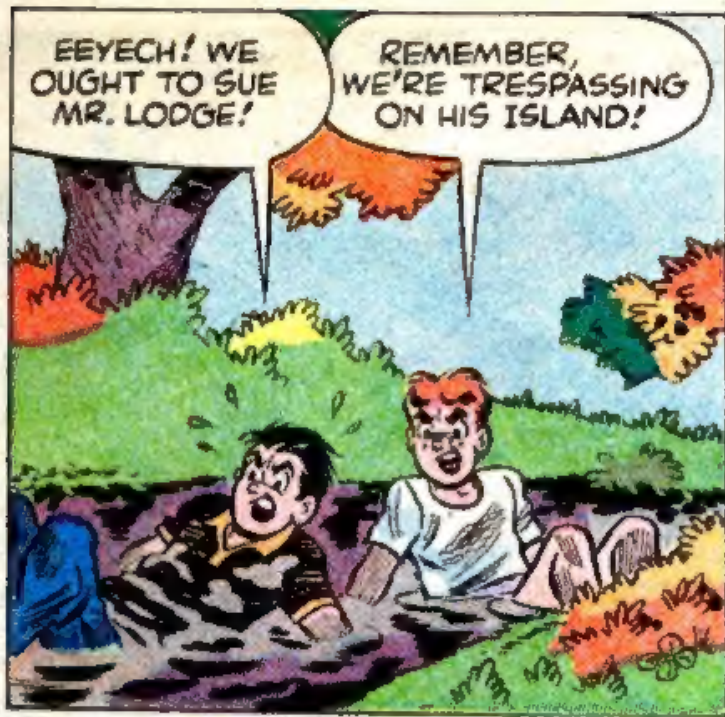
I THINK WE MADE IT! WE'LL BE AT THE ISLAND IN TWENTY MINUTES!

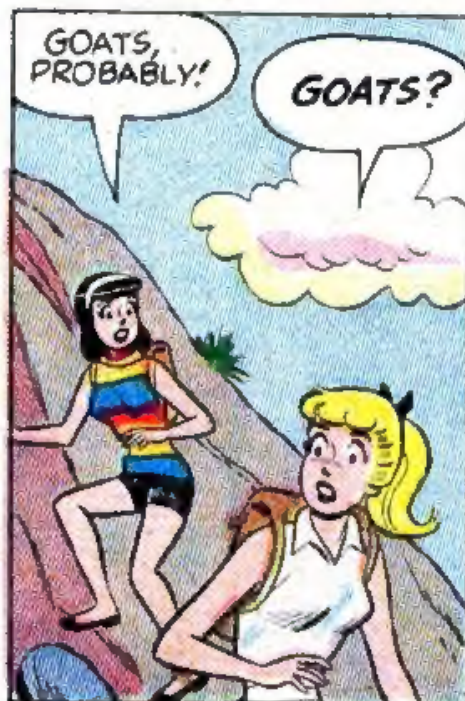
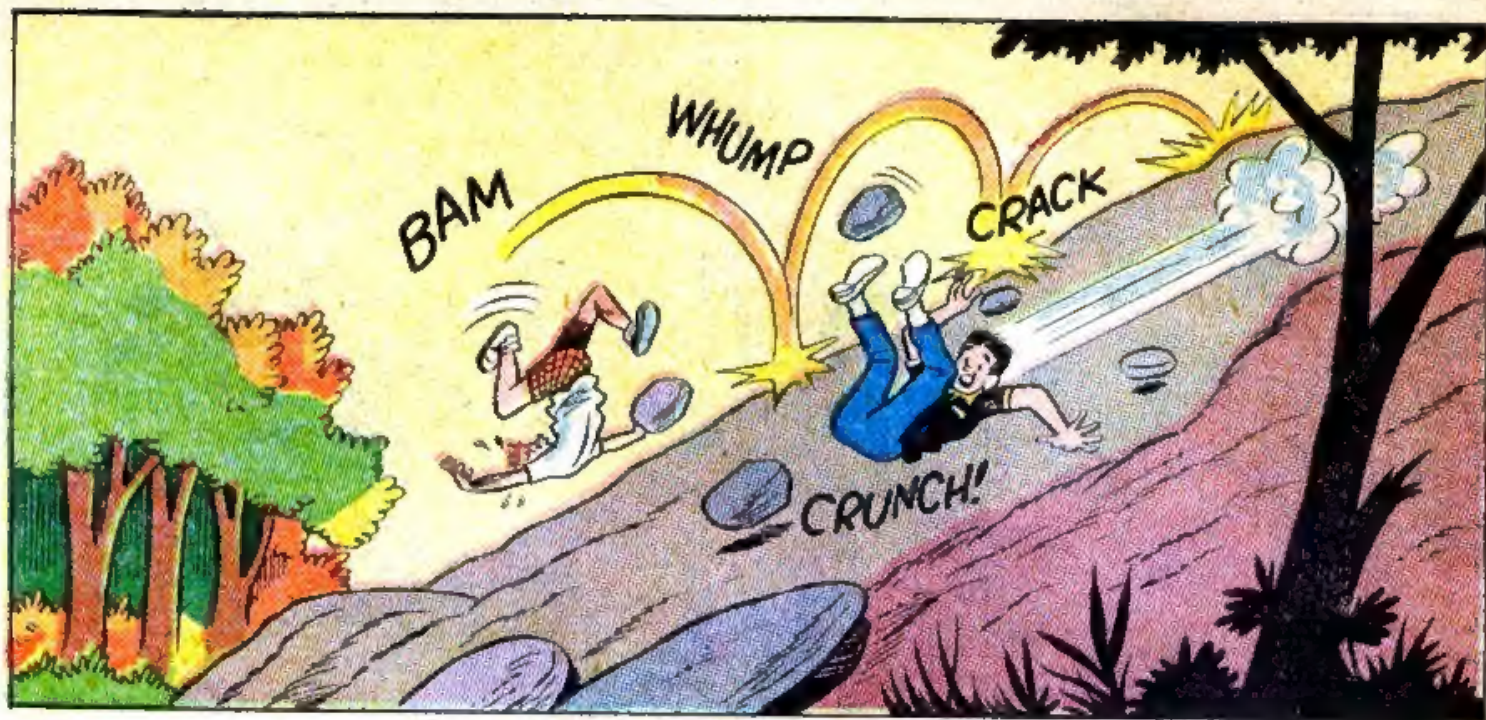


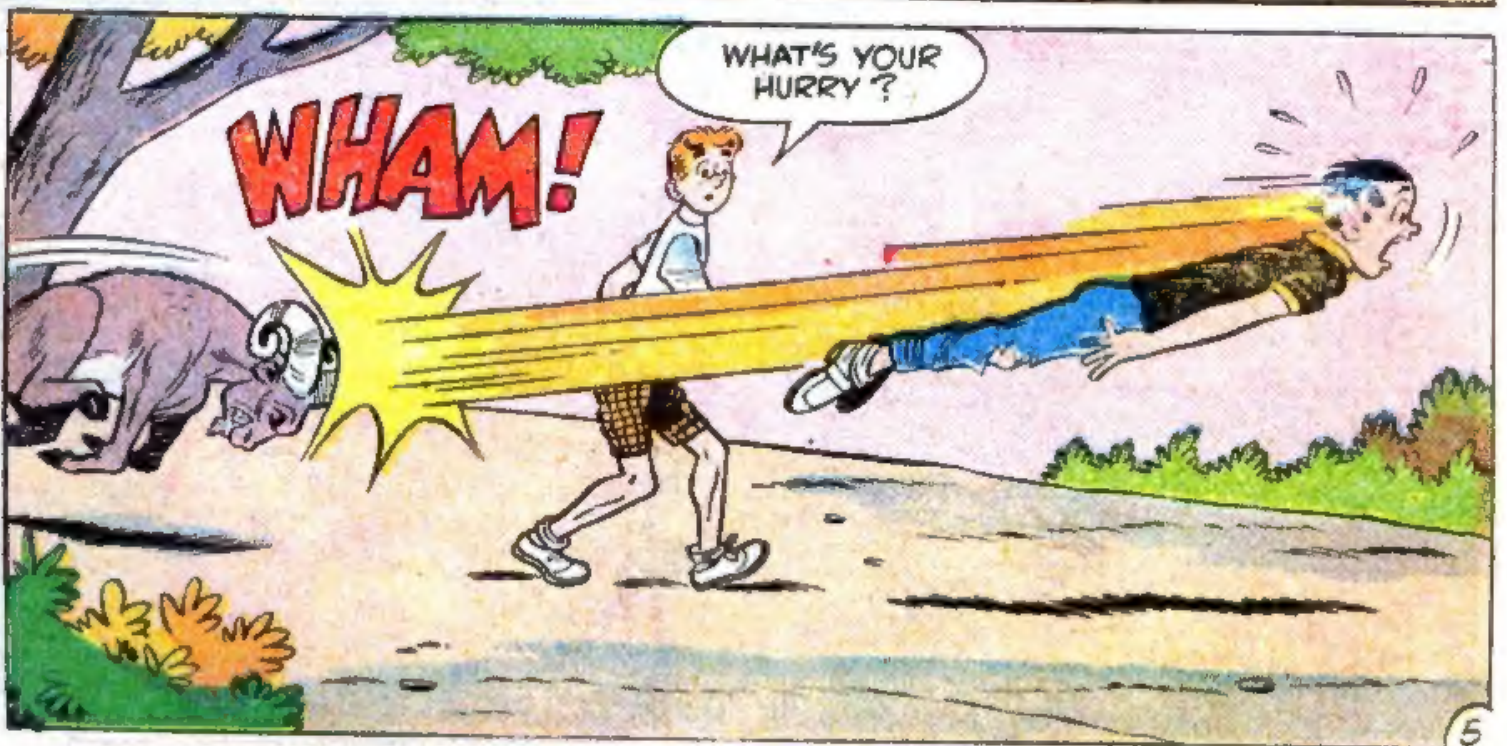
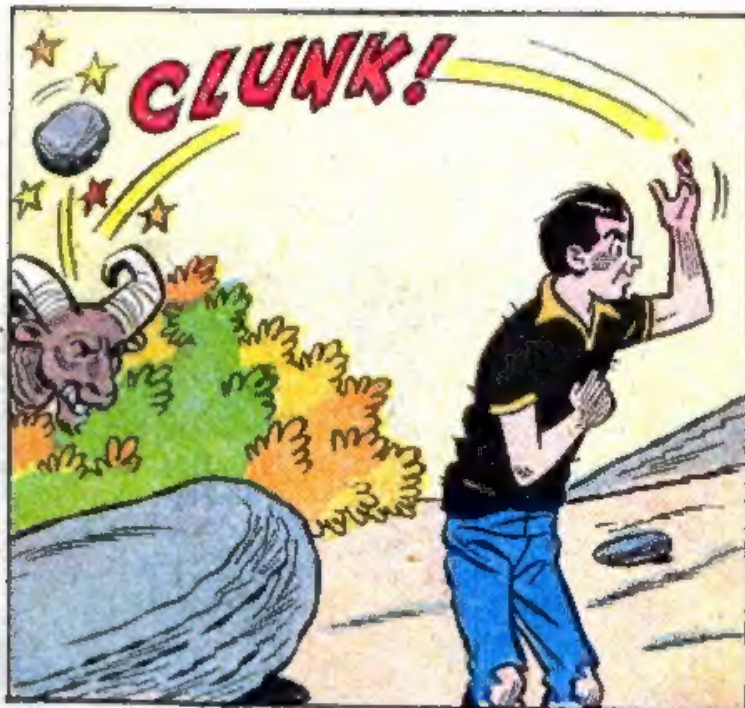
OKAY, ARCH! THEY'RE OUT OF SIGHT! LET'S GO!











LATER:

MY, THAT WAS A NICE PICNIC!

WE'D BETTER BE HEADING BACK!



THAT'S A THICK PATCH OF FOREST DOWN THERE!

YES, AND IT'S VERY EASY TO GET **LOST** IN!



THERE WAS JUST ONE THING THAT WOULD HAVE MADE THIS DAY **MORE FUN!**

WHAT'S THAT?



BOYS!

(SIGH) YES! I WAS **SURE** THEY'D FOLLOW US!



I GUESS THE BOYS TODAY JUST DON'T HAVE ANY SENSE OF ADVENTURE!

THEY LIKE TO SIT SAFELY AT HOME!



HALP!

THERE'S GOT TO BE A WAY OUT!

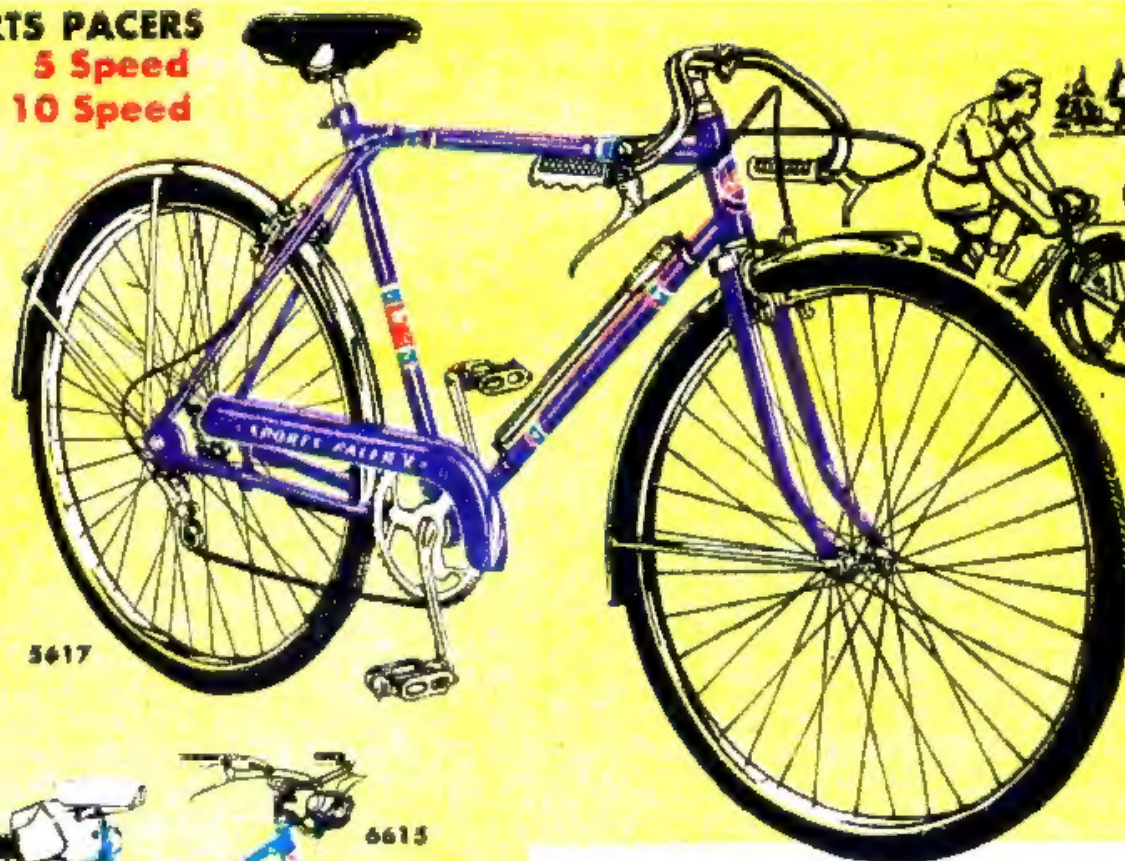


END

SPORTS PACERS

V — 5 Speed

X — 10 Speed



Since
1877 ...
America's
FIRST
Bicycle



**Boys' and Girls'
SPORTS SUPER III**



BENDIX AUTOMATIC
2-speed also on
Middleweight models

**Exciting New
RACER X 10 Speed**

MULTI-SPEEDS?

Columbia

HAS 'EM

1-2-3-5 and 10 Speeds

Thirteen dazzling, racy lightweights with all the most-wanted speed-shifts and features. Built the Columbia way for easy pedaling and trouble-free enjoyment. Boys' and Girls' models in 26" and 24" wheel sizes.



COLUMBIA BICYCLES, Westfield, Mass. Dept. ASP63

Please rush color folder to:

Name

Street Address

City State

**BIG
FREE
COLOR
FOLDER**

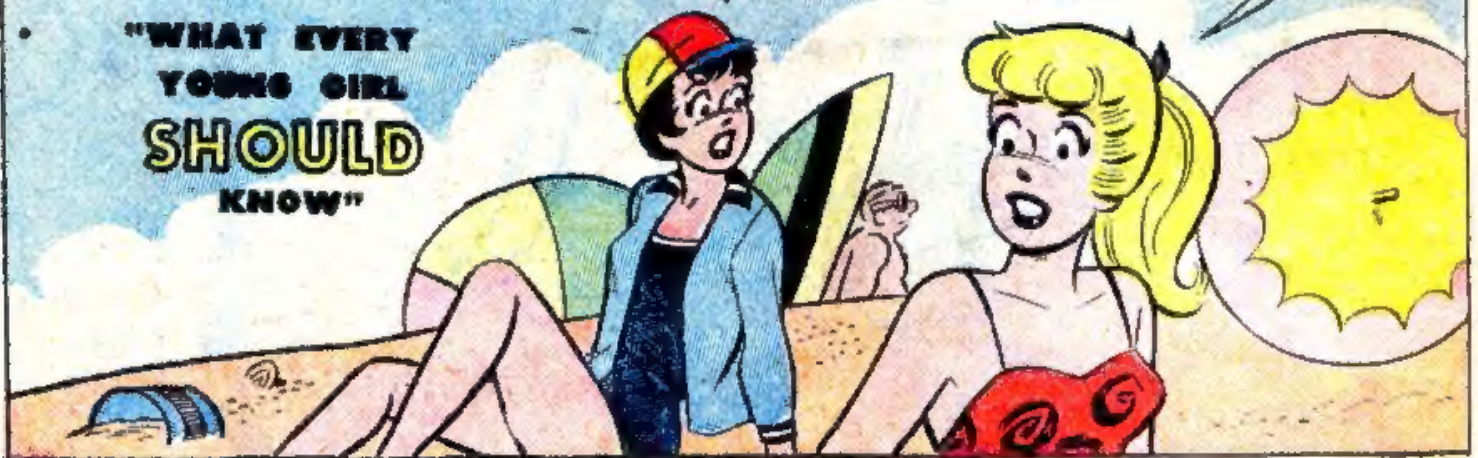
Betty and Veronica

"WHAT EVERY
YOUNG GIRL
SHOULD
KNOW"

IF YOU WANT TO BE
POPULAR WITH THE
BOYS, YOU MUST
KNOW HOW TO PLAY
GOLF!

YOU'VE GOT
IT WRONG,
MIDGE!

... **TENNIS**
IS THE GAME
EVERY GIRL
SHOULD KNOW
HOW TO PLAY!



GOLF!

TENNIS!

GOLF!!

TENNIS!!

WHAT ARE
YOU TWO
ARGUING
ABOUT, NOW?

ABOUT POPULARITY!

WELL, LET ME
SETTLE THE
ARGUMENT!
I'M AN **EXPERT**
ON "POPULARITY"!

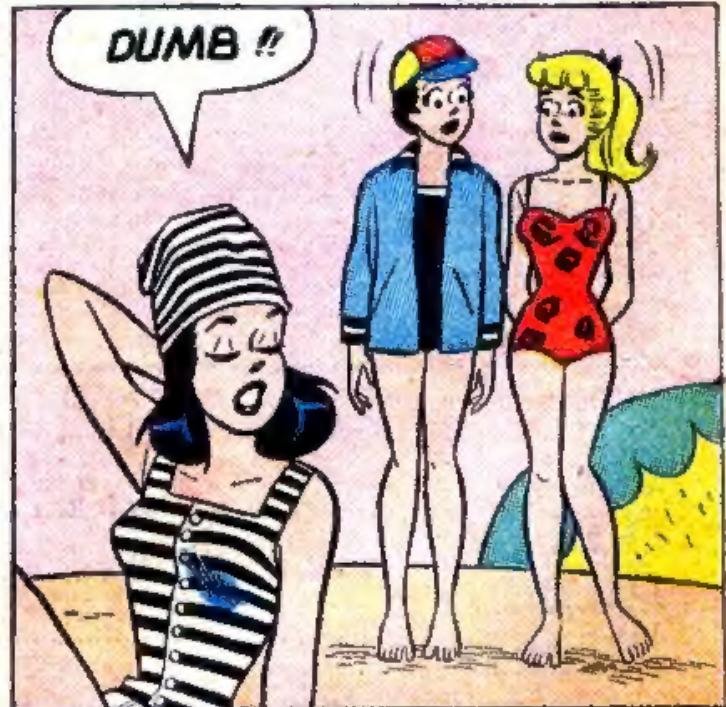
... AFTER ALL, I GO
STEADY WITH **SIX**
BOYS, DON'T I ??



OKAY -
SETTLE
IT!

TO BE POPULAR WITH
THE BOYS... WHAT
SHOULD A GIRL PLAY?

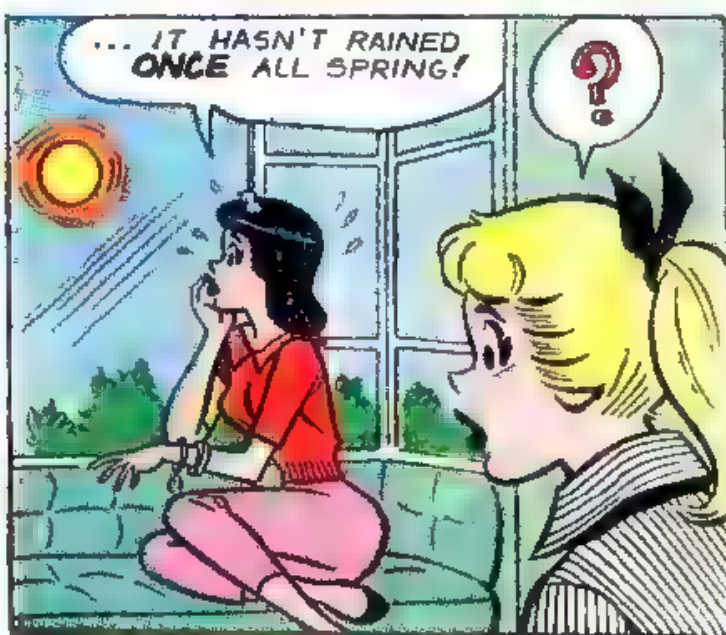
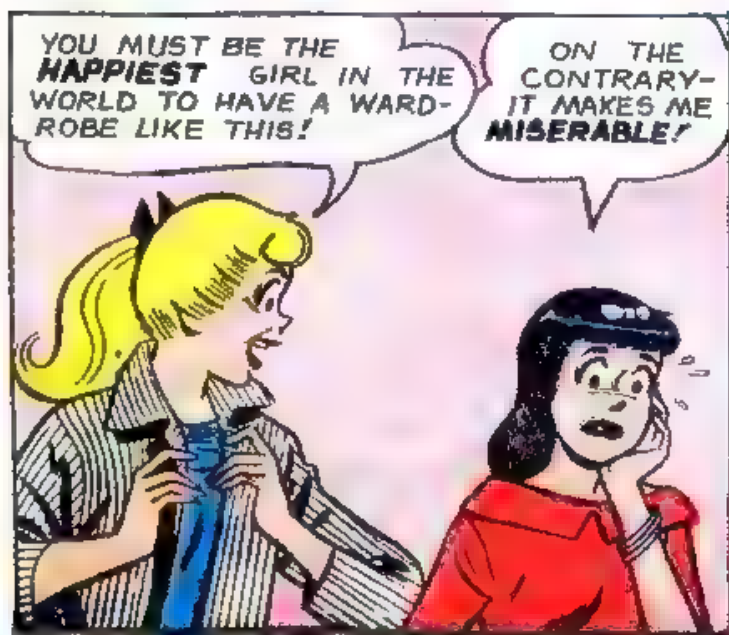
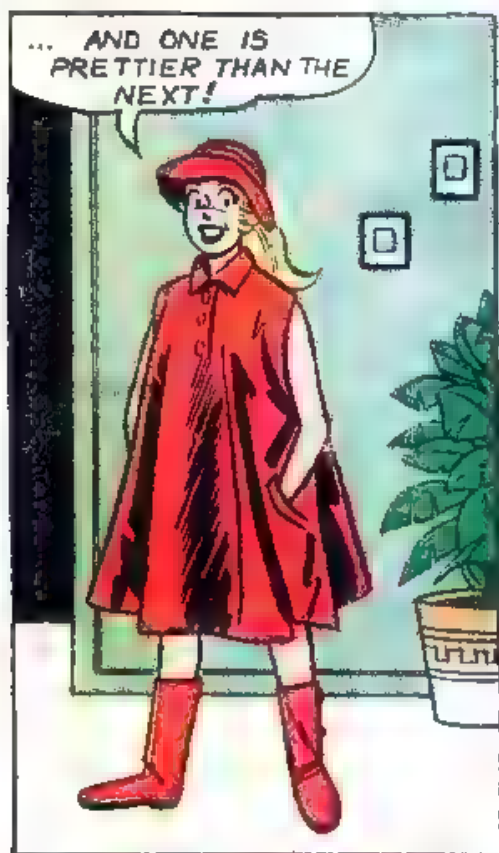
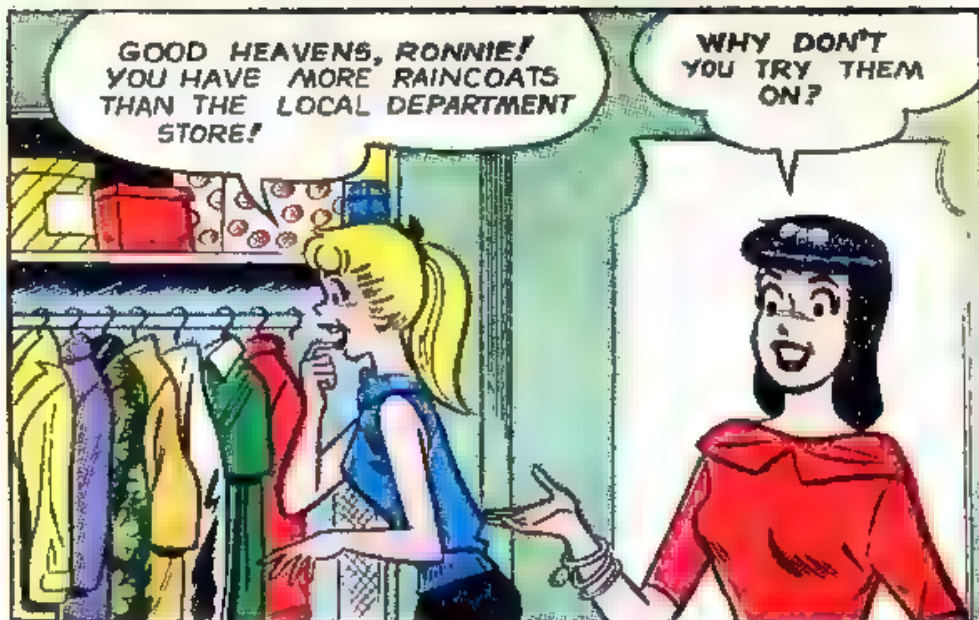
DUMB !!



Betty and Veronica

2

PAIN In the RAIN



132 2 Complete Modern Navies in Gray and Green
PIECES **SCALED IN 3-D**
ALL PLASTIC - UP TO 5" LONG
Numerically classified below

NUCLEAR NAVAL BATTLE GAME!!

An action packed thrill a minute game
Each Commander maneuvers every ship with
authentic tactics and controls sonar, radio, torpedoes, plane launchings and ship to ship combat

A COMPLETE
GAME \$1.50

132 PIECE NAVIES
GIANT BATTLE AREA
2 GYRO INDICATORS
SIMPLE DIRECTIONS

A COMPARISON CHART of the
two most powerful Navies in the
World - United States and Russia

CONVOY TERROR



FLEET

2 AIRCRAFT CARRIERS* 4 DESTROYERS
12 HEAVY CRUISERS** 8 DESTROYERS**
2 HEAVY BATTLESHIPS 2 LIGHT CRUISERS*
2 DESTROYER FRIGATES**
4 DESTROYER LEADERS*
4 DESTROYER ESCORTS

AUXILIARIES

30 PLANES 8 MINES 10 PT BOATS
2 MINE SWEEPERS 8 MINE LAYERS
20 CARGO SHIPS 12 SUBMARINES**

* Missiles ** Nuclear
(For toys only see coupon)

FIVE STAR TOYS SORRY NO C.O.D.'s
Rego Park 74, N.Y., Dept. 100-JJ

Please send me the item(s) I have checked
I have enclosed the correct amount

132 TOYS ONLY @ \$1.75
COMPLETE GAME @ \$1.50
Special Complete game and 132 extra toys
Total of 264 toys @ 2.50 ppd

Satisfaction guaranteed or return for full refund
within 10 days

NAME

ADDRESS

CITY

STATE
GAME Canada \$2.00 Eng 13 - Aust 16
Cash or International Postal M.O.

New Improved

AMERICA'S MOST EXCITING WAR GAME

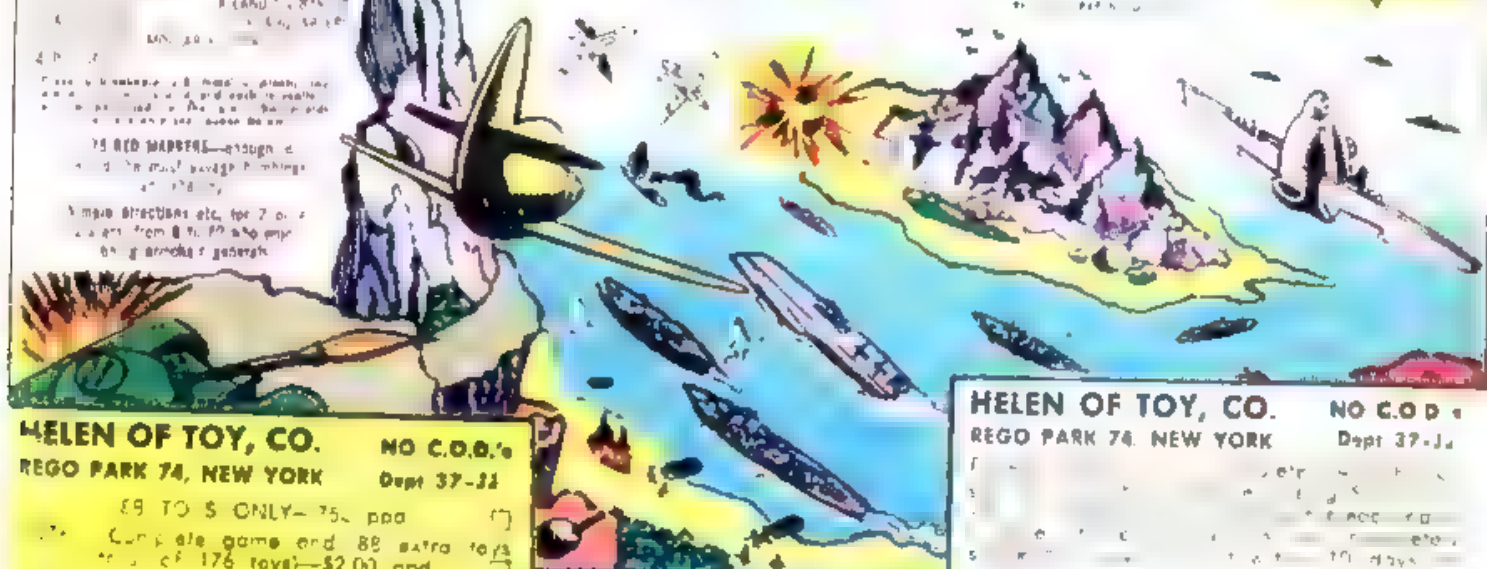
ONLY
\$1.00
PLUS POSTAGE

TASK FORCE

2 GIANT BATTLEFIELDS a total size of 4 square feet
A full size map of the Pacific Ocean (included)

88 PIECE TASK FORCE IN GRAY & GREEN

15 RED BARRERS - enough to
hold the most savage fighting
Simple directions etc. for 2 or 4
players from 8 to 12 who enjoy
being on the other side



HELEN OF TOY, CO. NO C.O.D.'s
REGO PARK 74, NEW YORK Dept. 37-JJ

89 TO \$ ONLY - 75. ppd
Complete game and 88 extra toys
Total of 176 toys - \$2.00 ppd

NAME

ADDRESS

CITY

ZONE STATE

Canadians: Both, 2.20 cash or Int'l Postal M.O.

HELEN OF TOY, CO. NO C.O.D.'s
REGO PARK 74, NEW YORK Dept. 37-JJ

89 TO \$ ONLY - 75. ppd
Complete game and 88 extra toys
Total of 176 toys - \$2.00 ppd

NAME

ADDRESS

CITY

ZONE STATE

CANADA: \$1.40, ENGLAND: 10/-, AUSTRALIA: 3/-
Cash or International Postal M.O.

Version runs high as a big 1/2 size battle room
with all elements part of the on and on and on
The team best able to strategize and the forces
and directed thing will be the only battle winner!
There is no imagination necessary here! You get
the equipment, the battle field and the rules on how
to locate, destroy and get by the enemy.
It is a full played and the victory enjoyed by
both sides in the battle.

Betty and Veronica

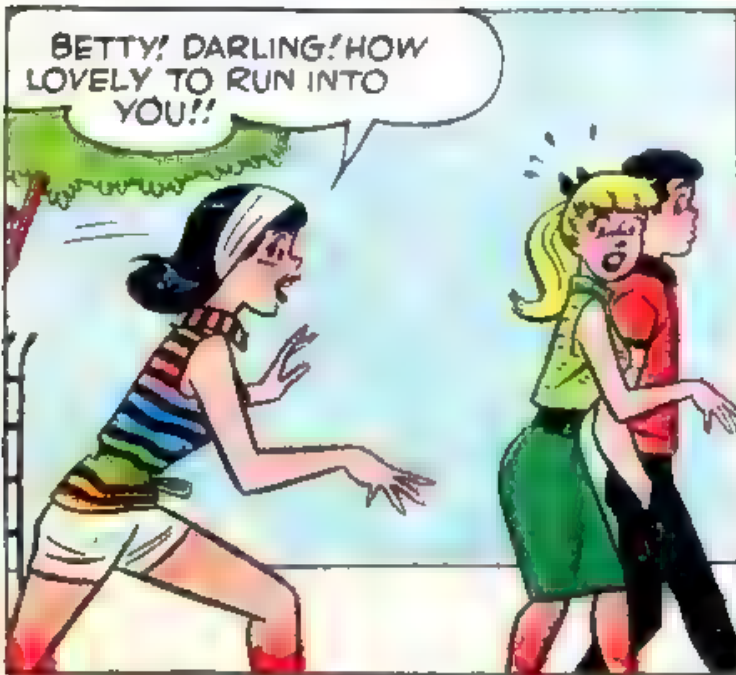
IN

CHANCE ENCOUNTER

OOH! HOW BLISSFULLY BLISSFUL! BETTY HAS MADE THE ACQUAINTANCE OF THAT DIVINE JOHNNY JORDAN!!

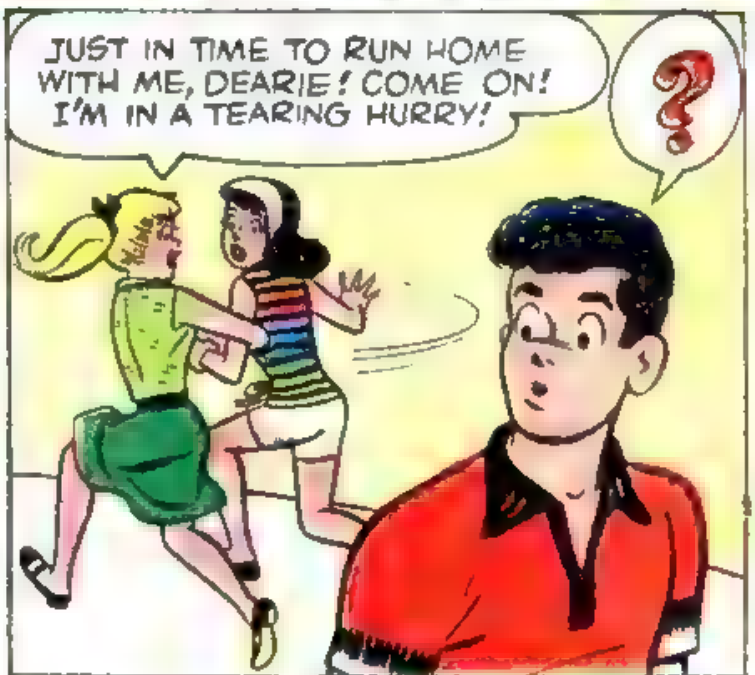


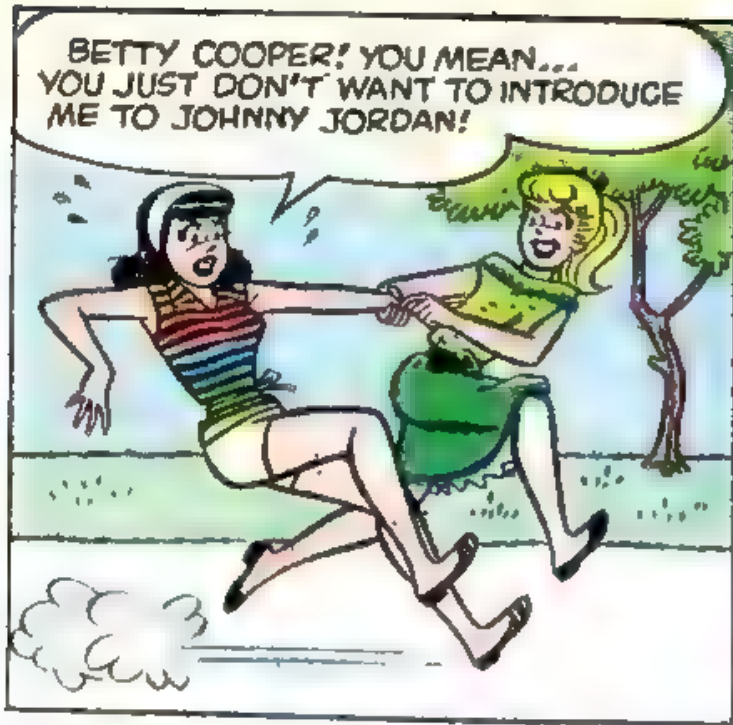
BETTY! DARLING! HOW LOVELY TO RUN INTO YOU!!

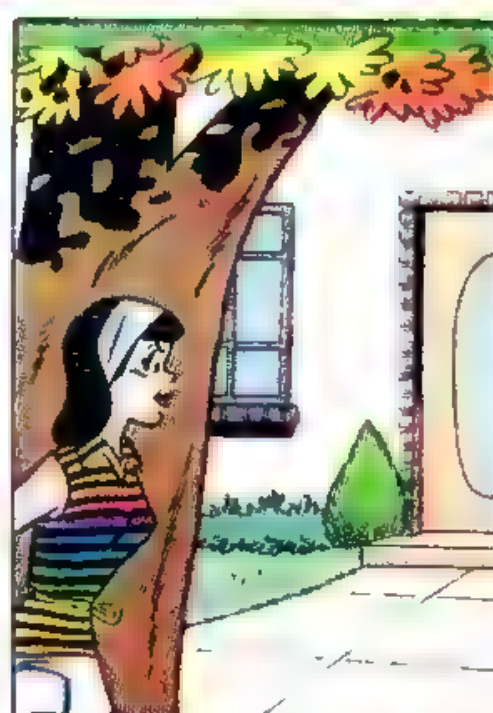
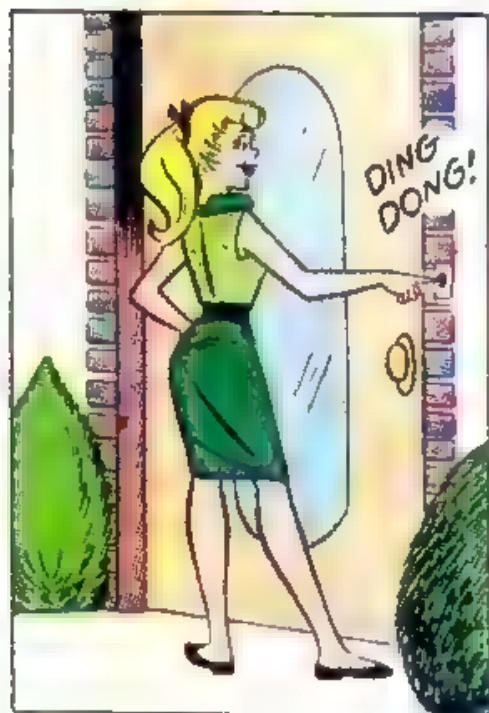
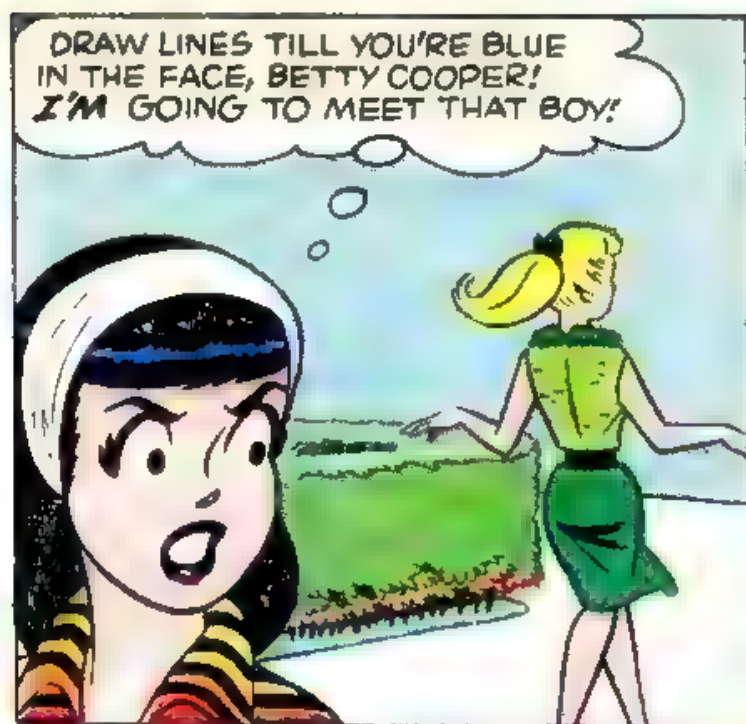


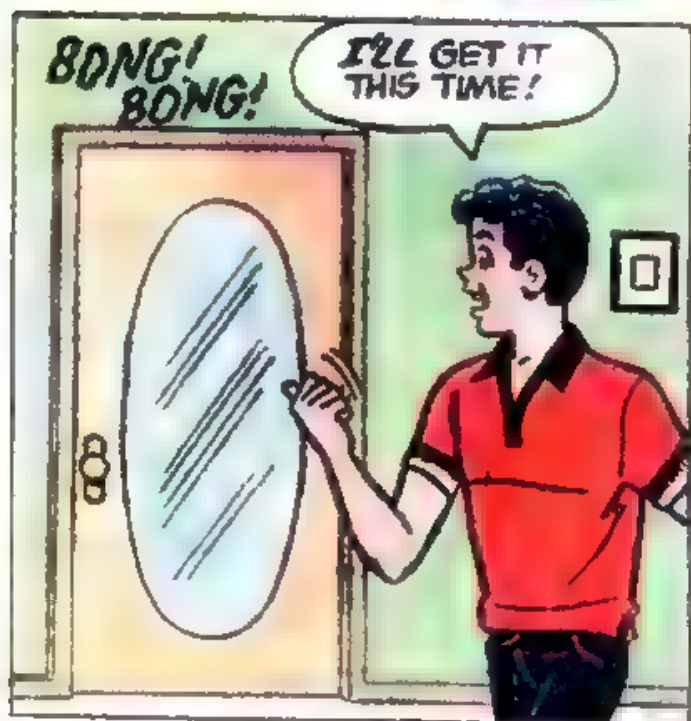
JUST IN TIME TO RUN HOME WITH ME, DEARIE! COME ON! I'M IN A TEARING HURRY!

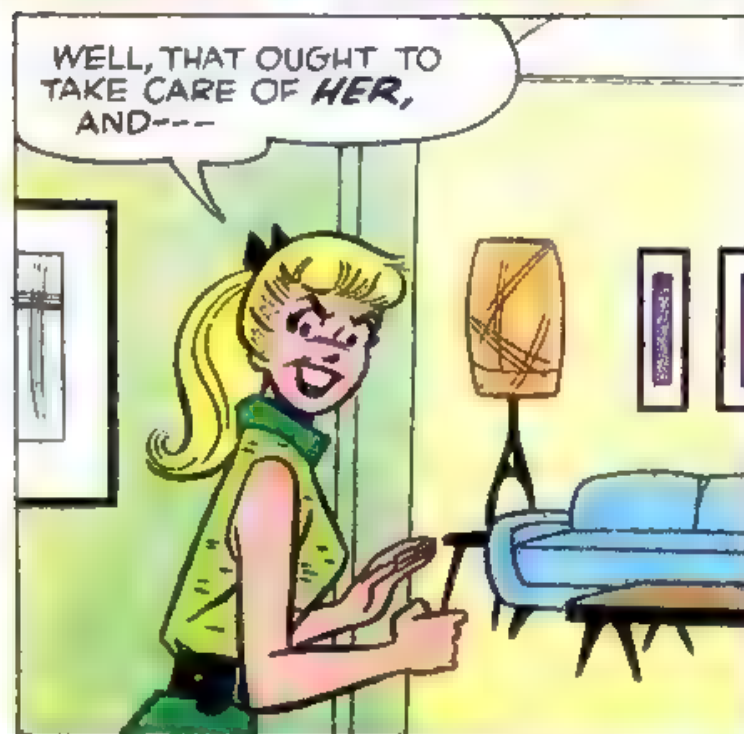
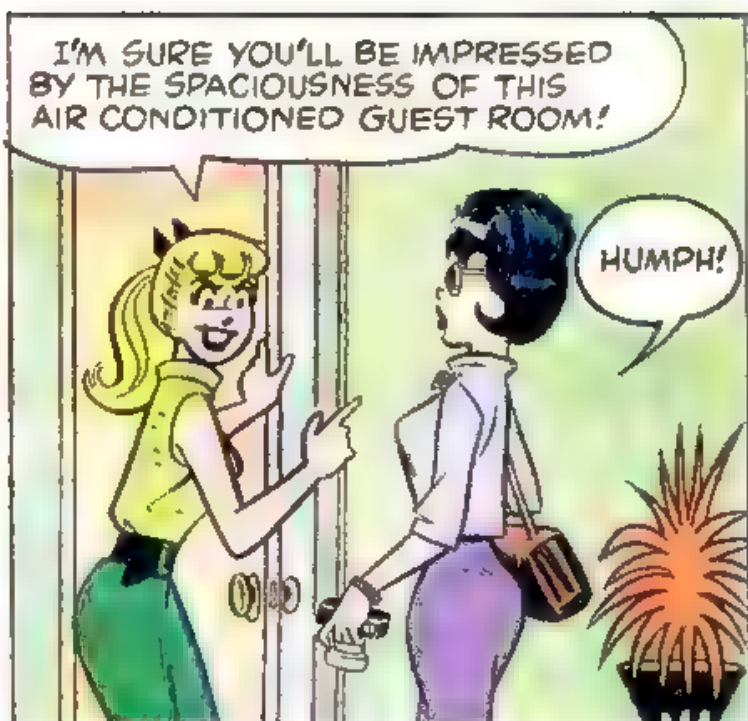
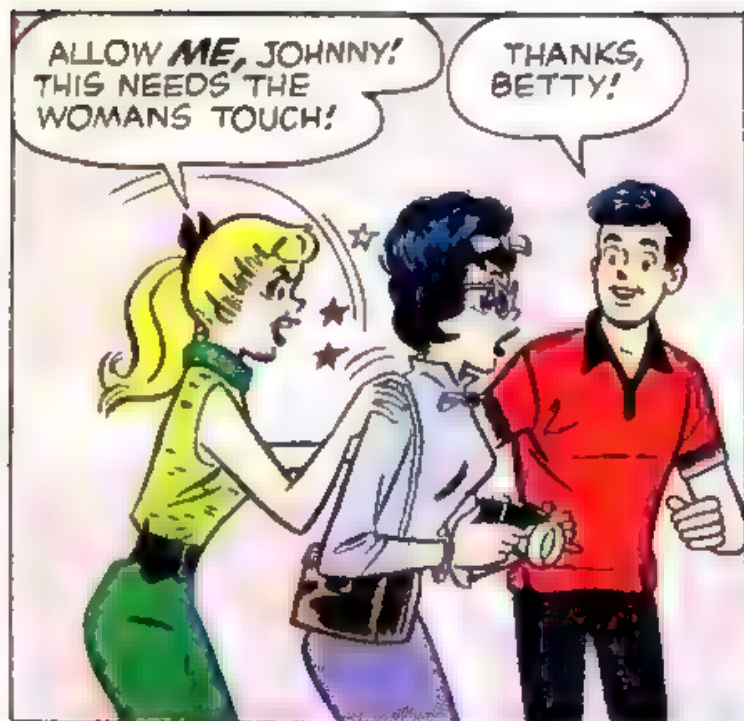
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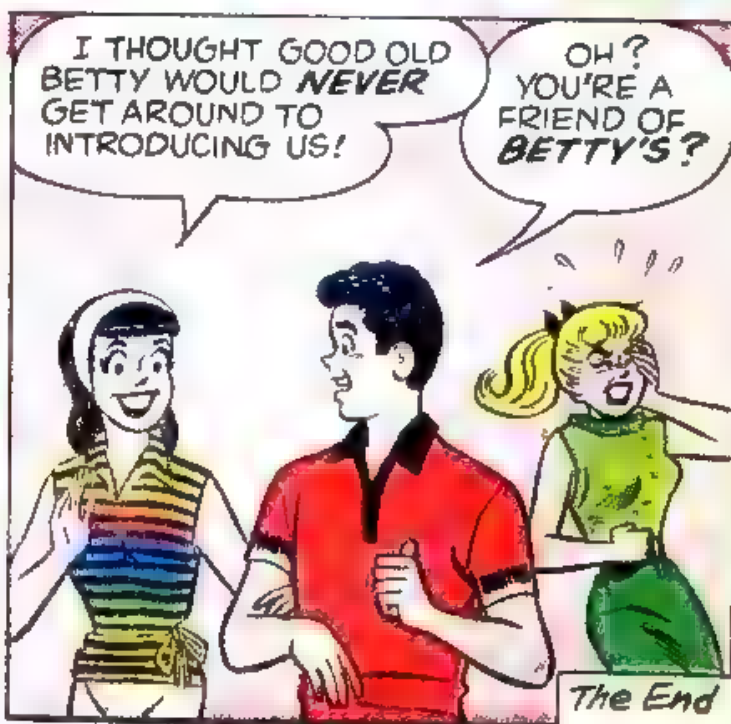












RIDING A WAVE OF POPULARITY!

ARCHIE GANT NEWS MAGAZINE Presents
Betty-Veronica
SUMMER FUN

ARCHIE'S GORGEOUS
 GIRLS ARE SPLASHING
 THROUGH A BRAND NEW
 SUMMER FUN FEST!

IF YOU'RE FISHING
 FOR REAL SUMMER
 COMIC ENTERTAINMENT,
 THIS IS *IT*!

IF YOU MISS THIS
 ONE YOU'LL HAVE
 SOMETHING TO CRAB
 ABOUT!...SO GET
 BUSY!...FILL OUT THE
 COUPON AND SEND
 IT IN *NOW*!

MAIL TO: **SUMMER FUN No. 23**
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED FIND 25¢ IN COIN (35¢ IN CANADA)
 FOR WHICH PLEASE SEND ME THE NEW
 BETTY AND VERONICA SUMMER FUN #23
 AS SOON AS IT IS OFF THE PRESSES.

NAME _____ AGE _____
 (PLEASE PRINT)

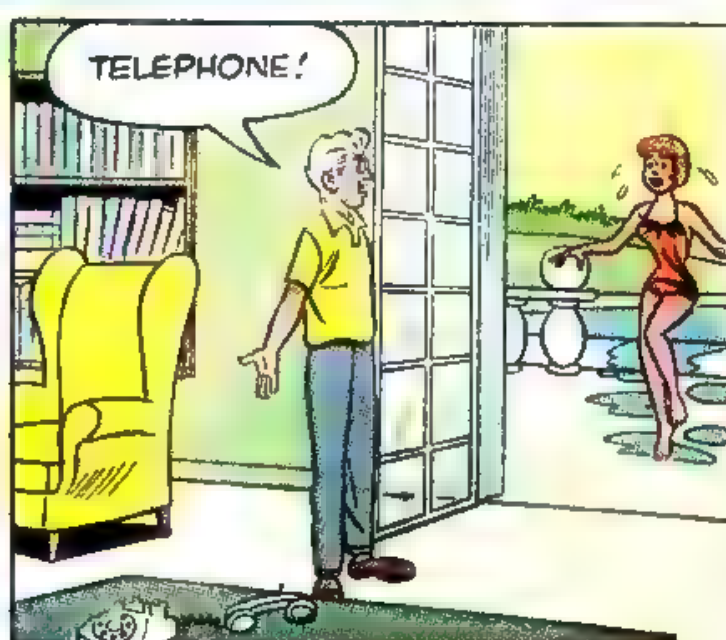
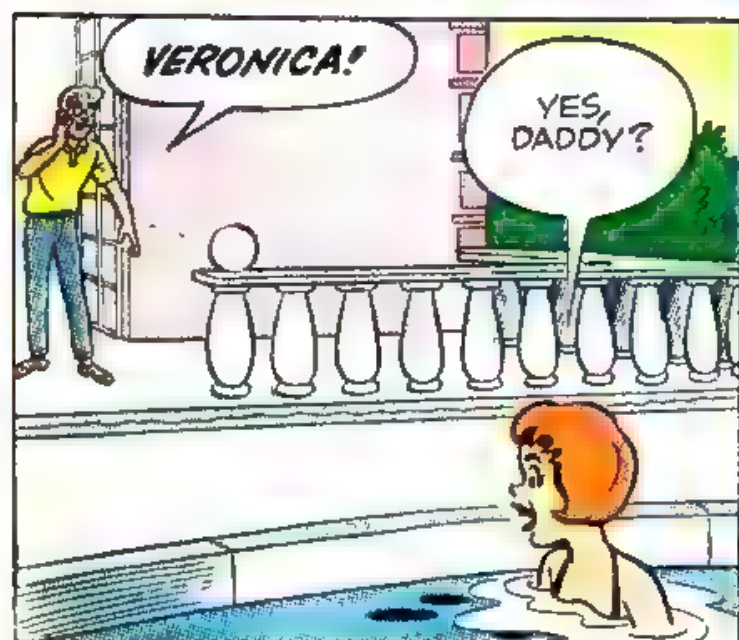
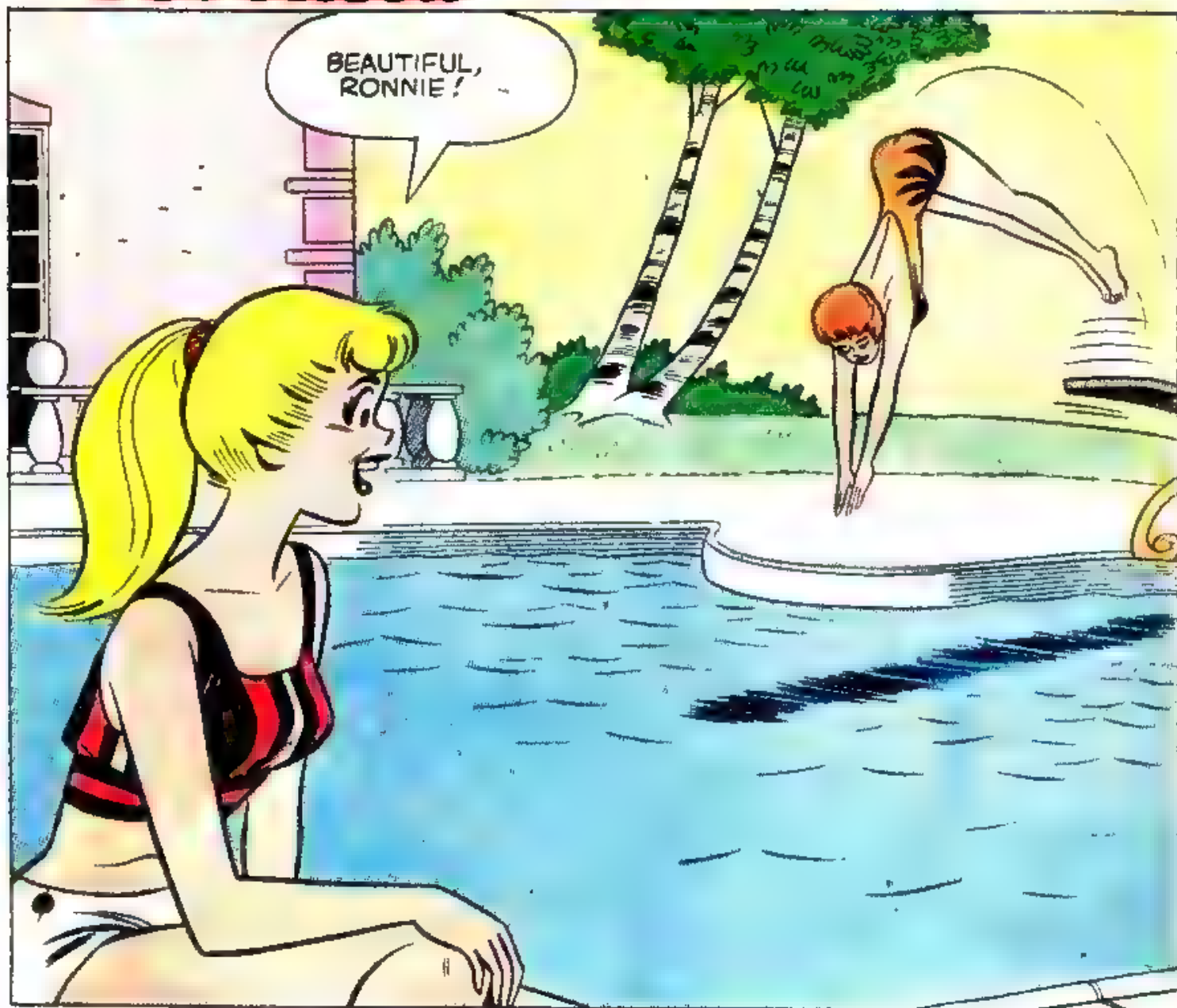
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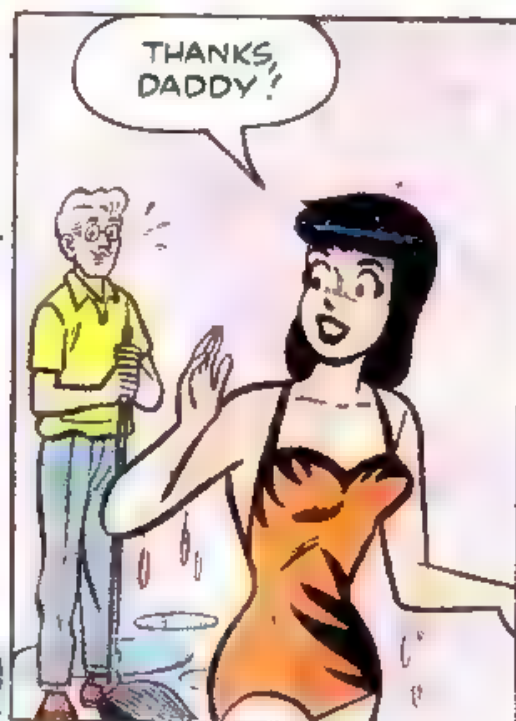
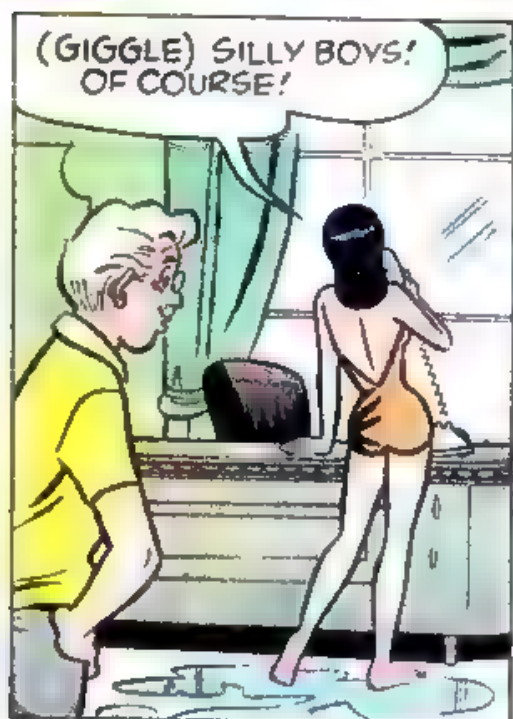
CITY _____ STATE _____

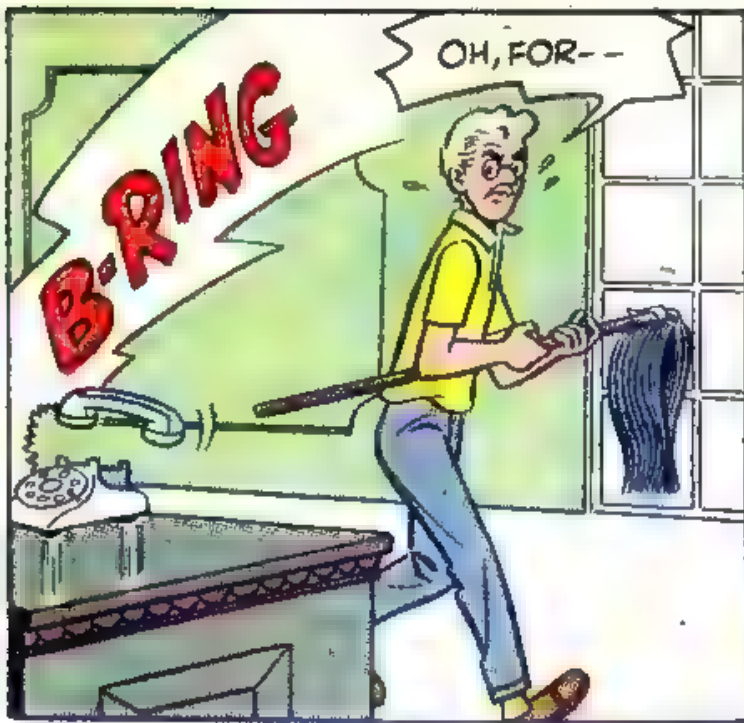


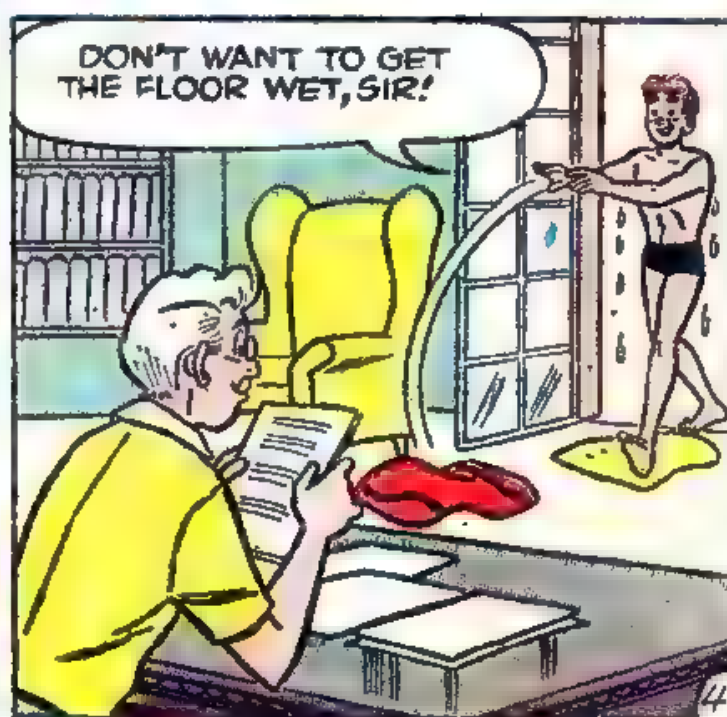
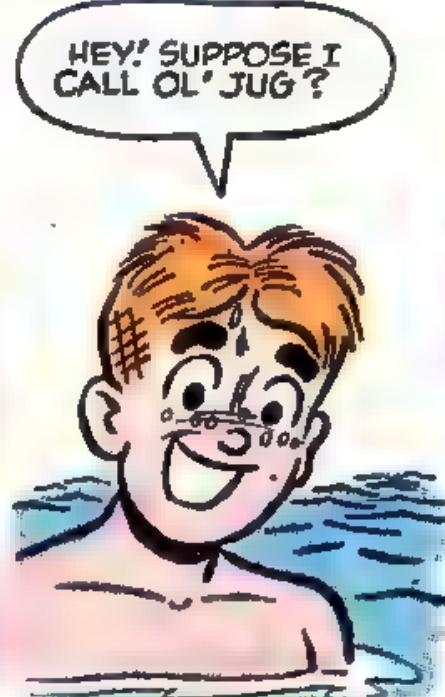
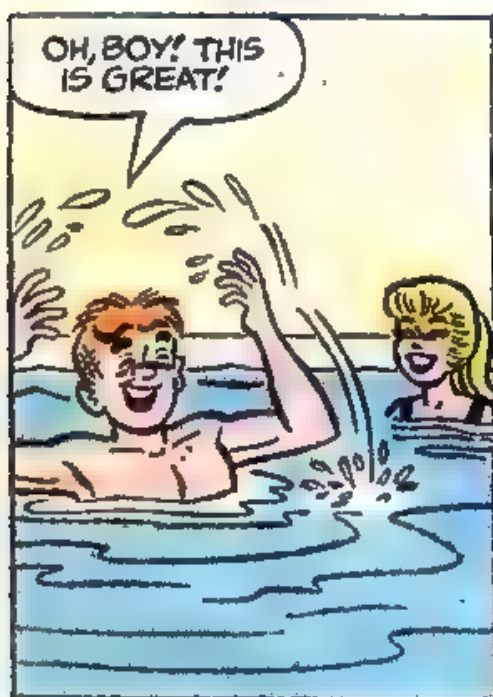
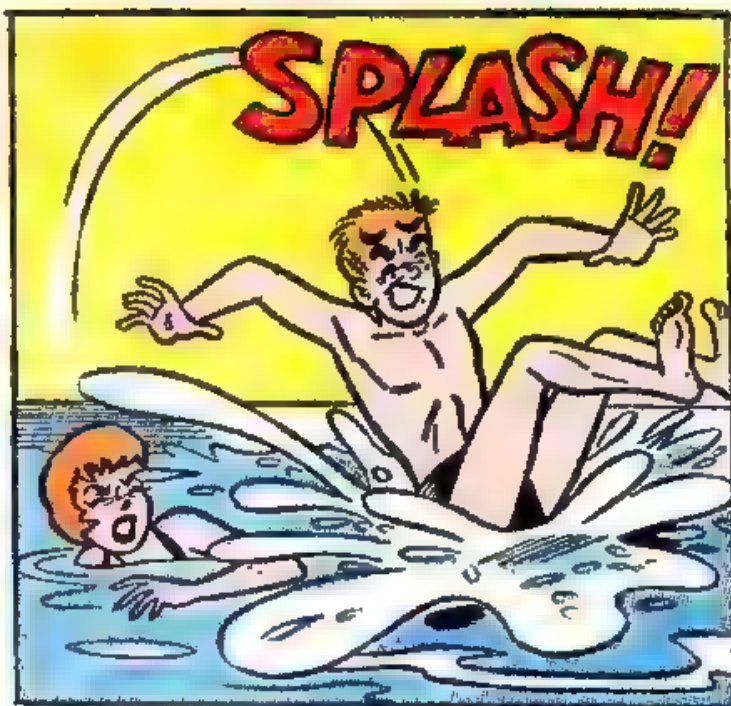
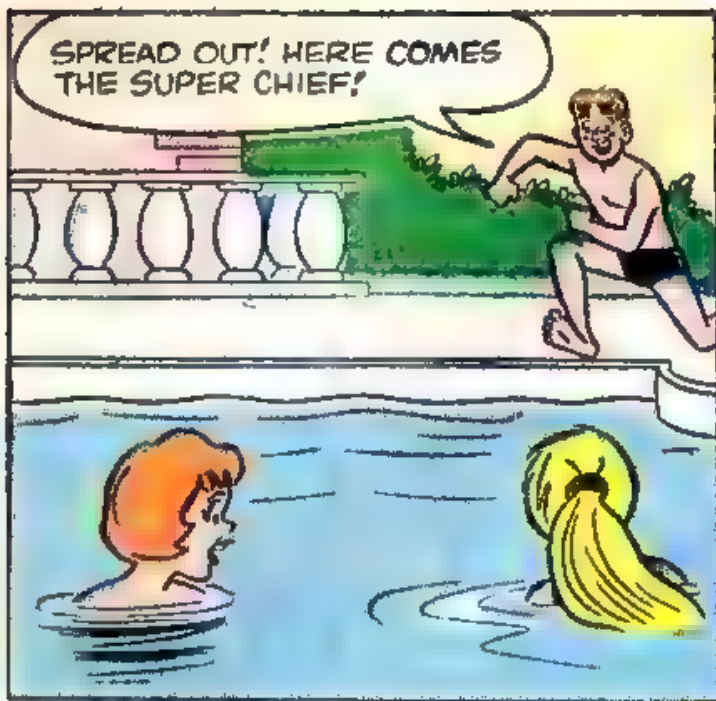
Betty and Veronica

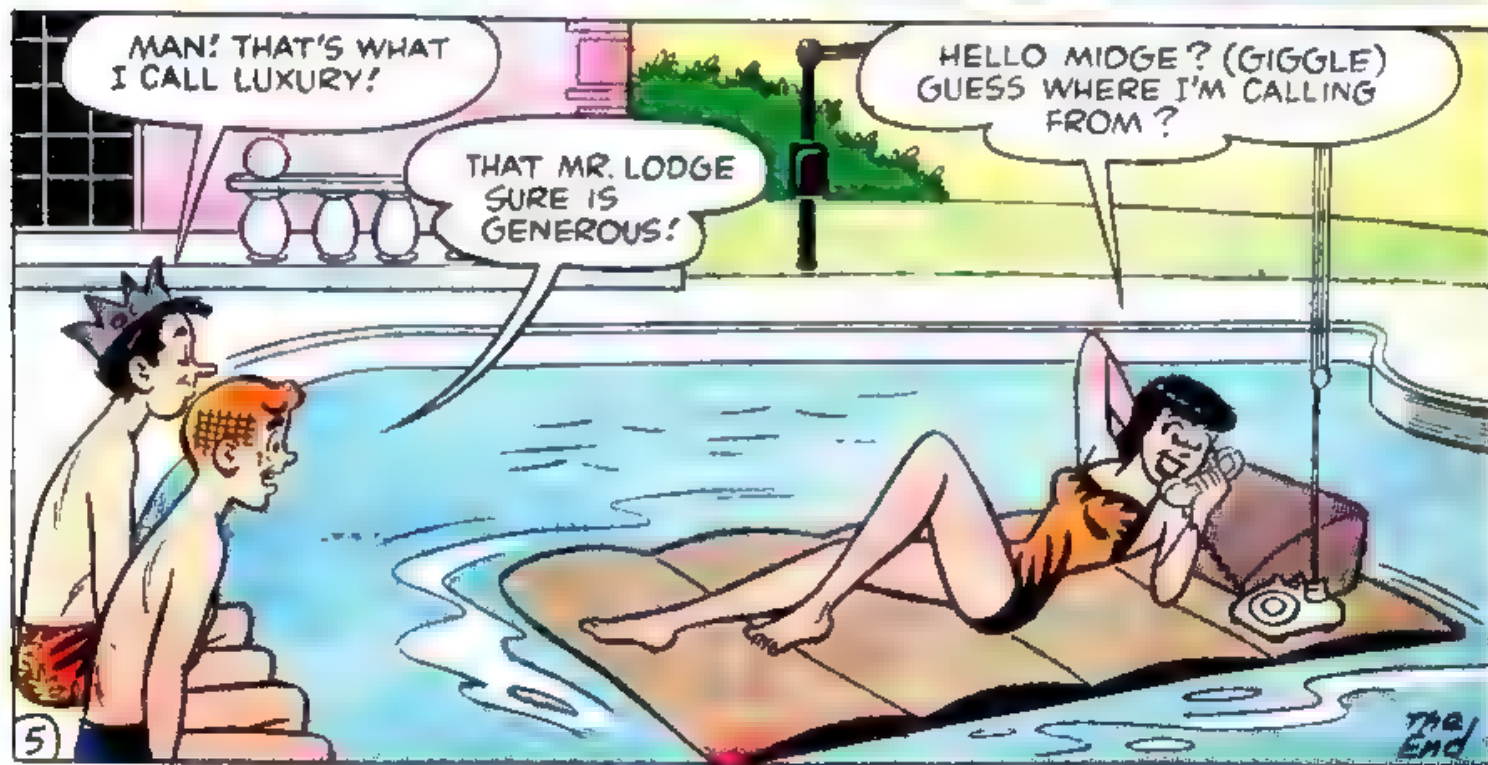
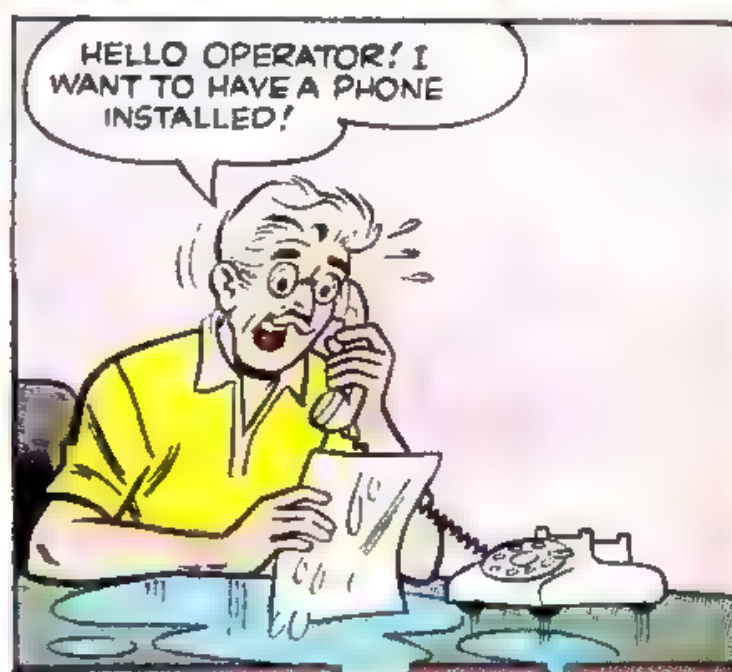
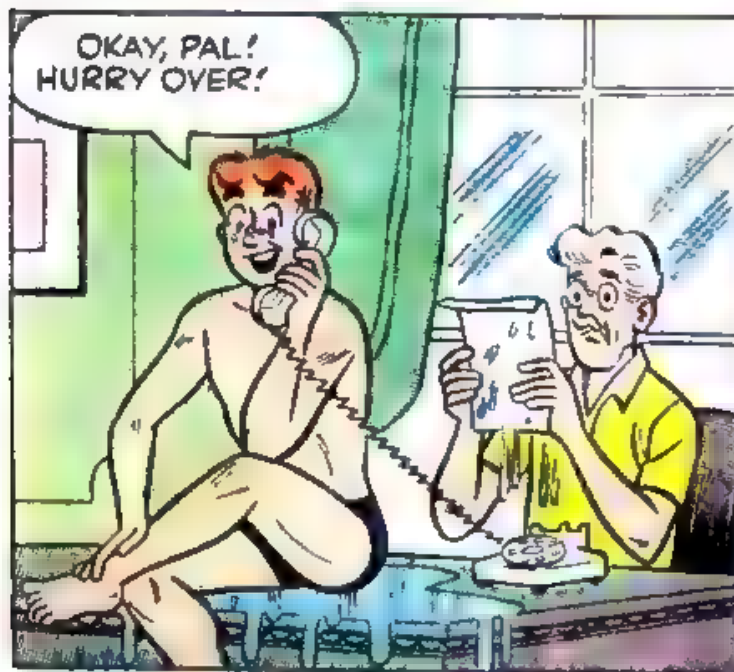
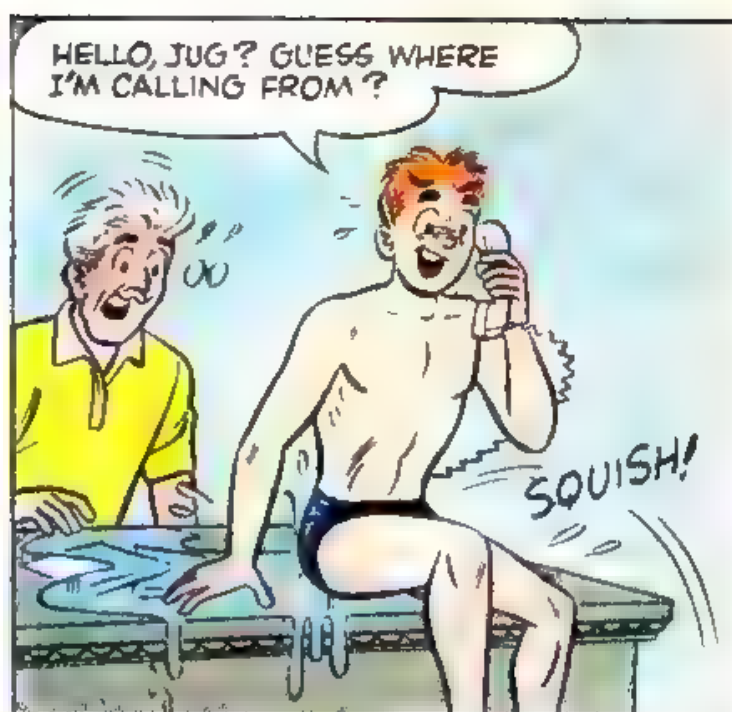
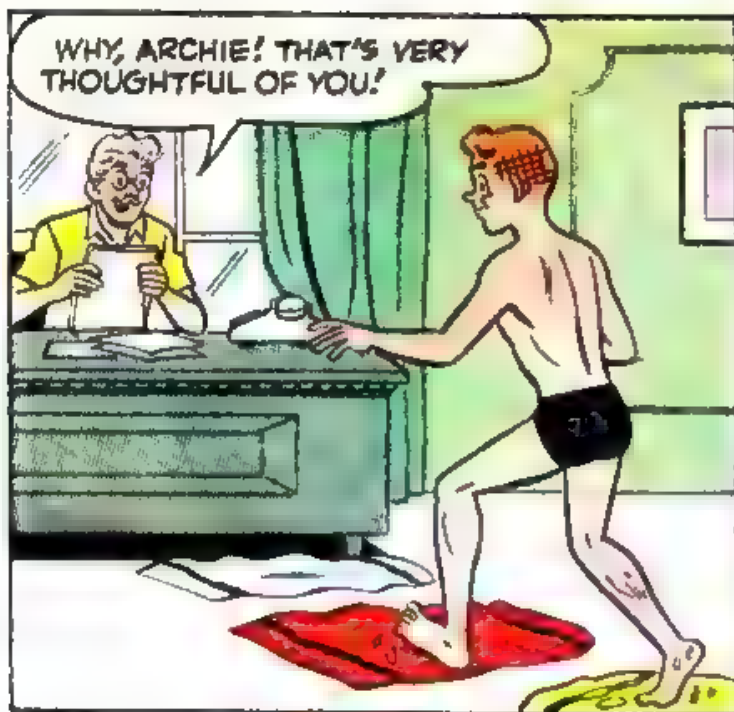
in Ting-A-Ling

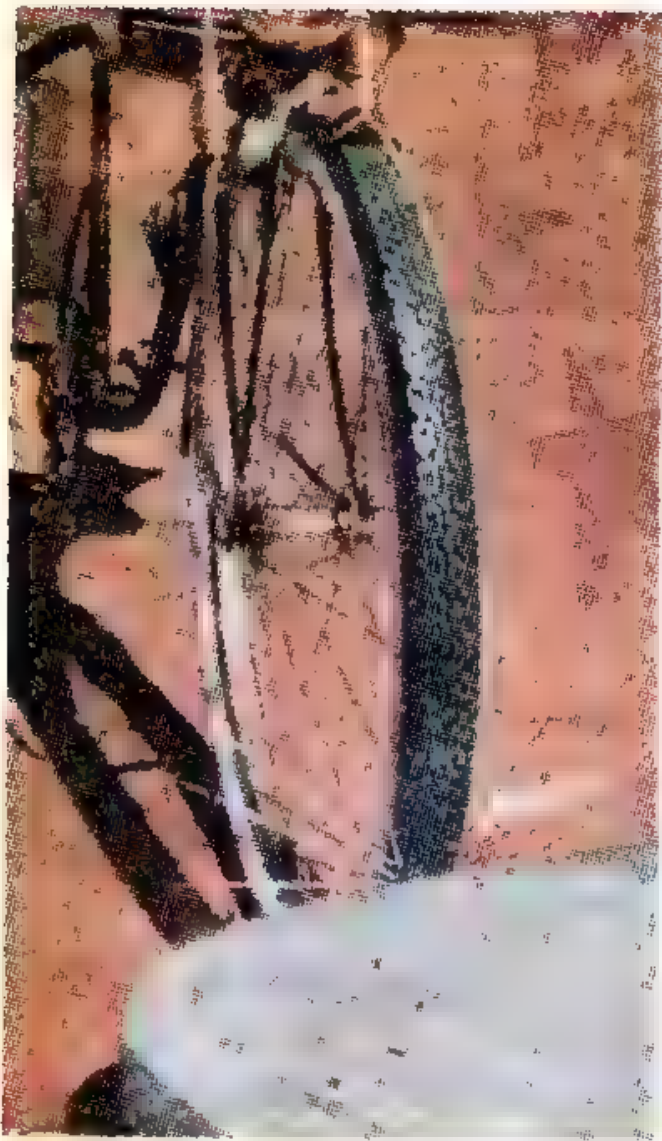












ARCHIE SAYS:

NYLON MEANS STRENGTH



...and all U.S. Royal Bike Tires—like the chain #175 pictured here—are made with nylon ... three plies under the tread!

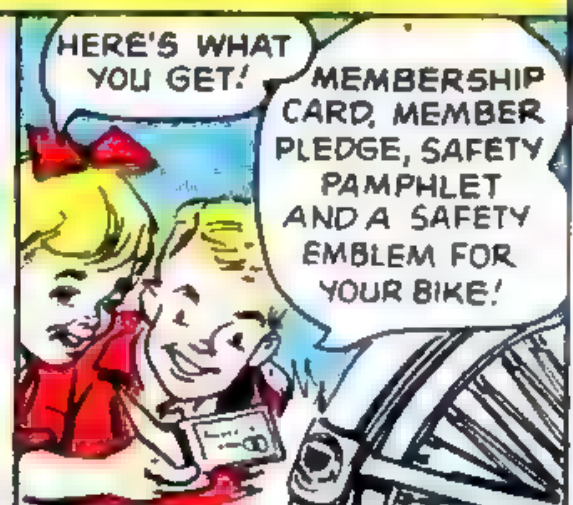


U. S. Royal Bike Tires

U. S. Rubber Tire Company

549 E. Georgia St., Indianapolis, Ind.

THE "POPSICLE" KIDS PLAY IT SAFE !



It's smart to play it safe with "Popsicle"



all the time
...everywhere!

Kid! For a FREE Giant Gift List, write to: "POPSICLE," Box #350 New York 46, N. Y.

© 1963 Joe Lowe Corporation, New York 1 N. Y.

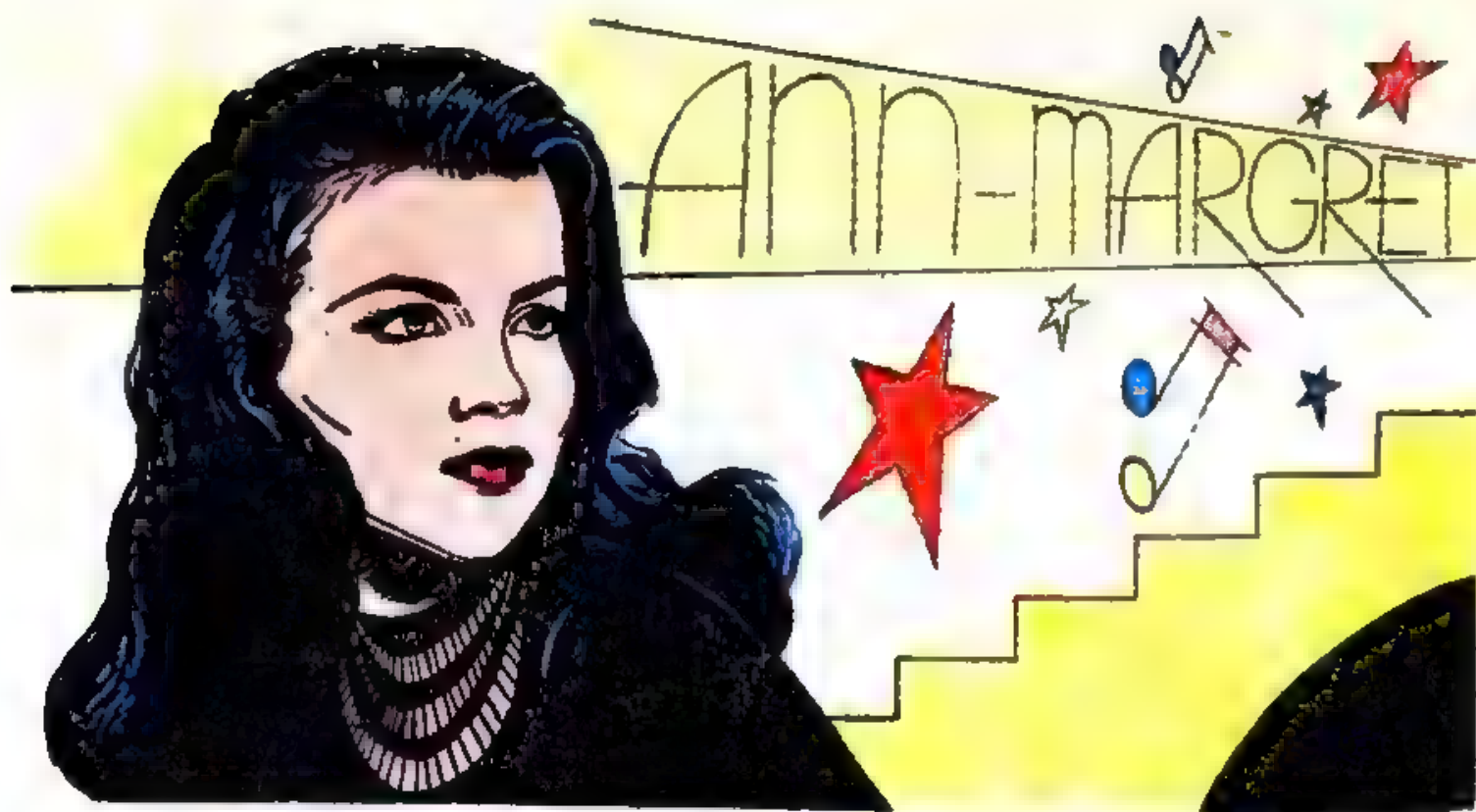
PASTE THREE RED "SICLE" BALLS HERE

"Popsicle," P.O. Box 51, New York 46, N. Y. Please make me a member of the "Popsicle" Safety Club. I enclose 10c in coin to cover mailing and handling of Club material.

Name _____

Address _____ Age _____

City _____ State _____



ANN-MARGRET . . . BEAUTIFUL TEEN BOMBSHELL

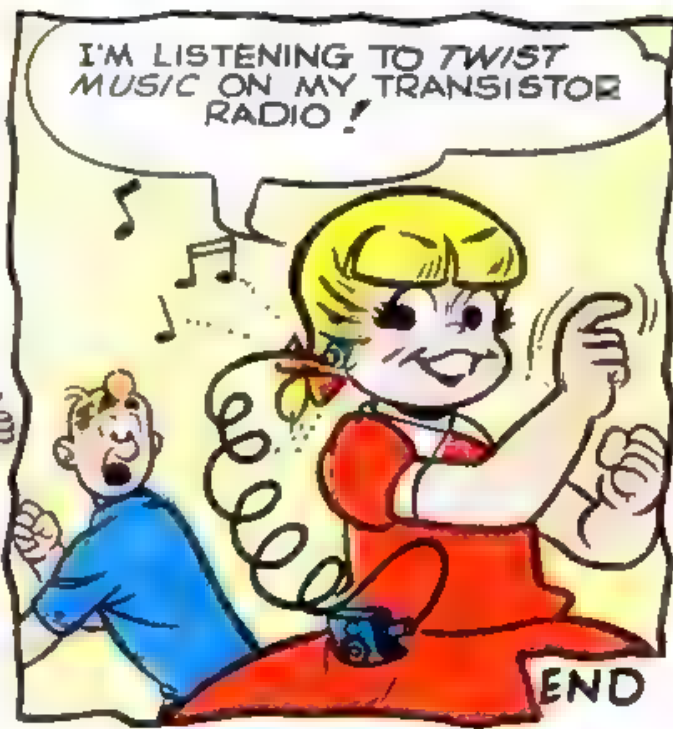
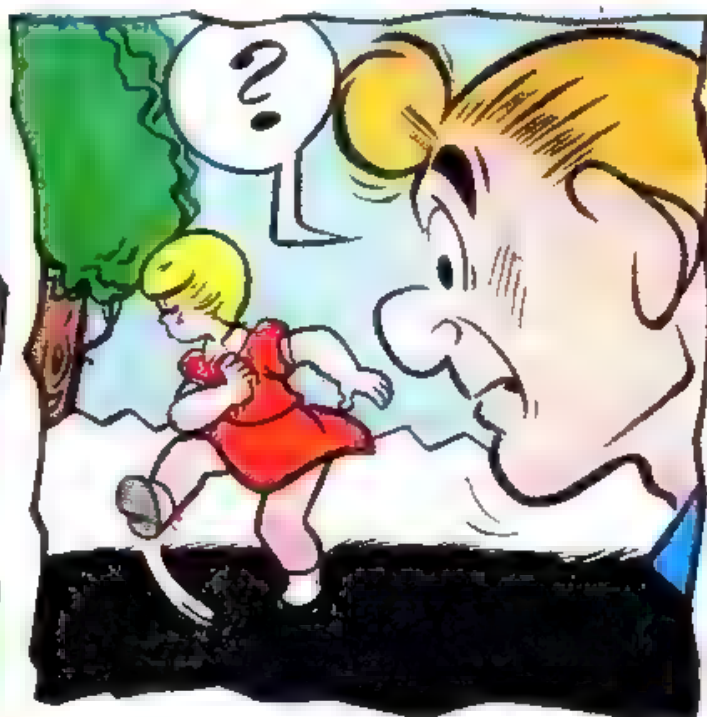
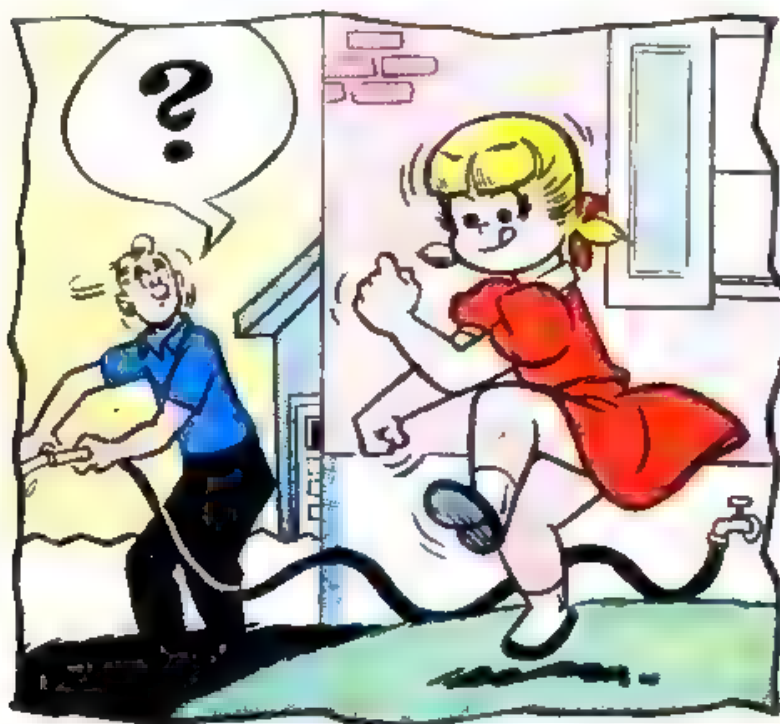
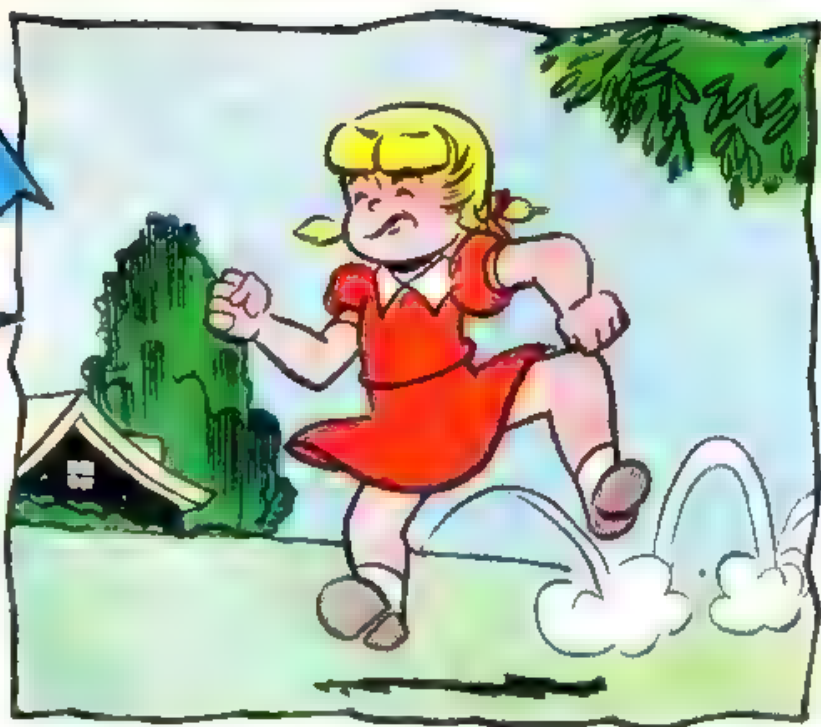
Born in Stockholm, Ann-Margret is Sweden's sweetest gift to the entertainment world of America. Hers is a real Cinderella story with the Hans Christian Andersen touch. Photogenic, lovely, the beautiful brunette can sing, dance and act up a storm, and she got her chance to do it all before the public and become a big star with the explosive quickness of dynamite.

At 19, completely unknown, Ann-Margret Olson was suddenly and almost instantaneously, screen tested by 20th Century and given the role in "State Fair", profiled by LIFE magazine, and signed to an exclusive recording contract by RCA Victor. Her voice sighed and belted out of juke boxes all over the country with "Lost Love". She electrified audiences of the Jack Benny Show, the Academy Awards Dinner and with the George Burns show in Las Vegas.

It wasn't long before the word went out and everybody in show business and out were talking about that "Olson kid". What isn't known is that, even though she came up like a skyrocket and it all happened suddenly, young Ann-Margret had been preparing for just this ever since she was four years old. When she was only six, Ann-Margret was an accomplished ballet dancer and did solo recitals in which she both danced and sang. At Northwestern University, which she attended years later, she honed her talents in campus musicals and, by the time she hit Hollywood and the big buildup she was an accomplished, versatile and extremely competent and confident young "professional" entertainer.

This young Swedish beauty has everything. She is one Miss who can't miss.

L'I'L JINX "SHE'S FLIPPED"





WATCH THE MIRACLE OF BIRTH HATCH AMAZING SEA-SHRIMP!

A Sea-Circus of Your Own!

ONLY
\$1

You'll hardly believe your own eyes! And you'll amaze everyone who sees this! Think of it. We send you a packet of tiny powdereggs. You empty this into a fish bowl—a jar—or glass of water—and in 24 to 72 hours, you watch them hatch out into lively, swimming, diving, playful Sea Monkeys!

See them grow from almost pin-point size to the size of tropical fish! Watch them perform crazy acrobatics. Train them, if you wish, to follow a beam of light! Darken the room and throw a flashlight or candle on them. They'll follow it like a band of monkeys running after each other!

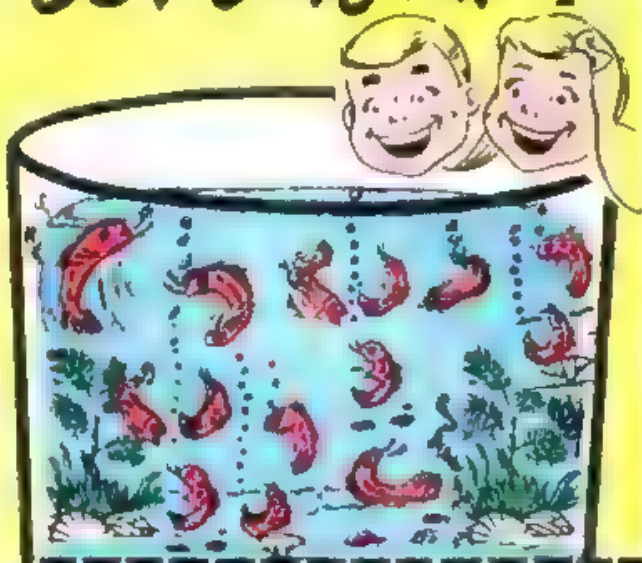
Watch Them Perform—Amazing!

These are the famous Saskatchewan Brine Shrimp. They're a hardy, crazy bunch. See them perform acrobatics in the water—turn cartwheels—scratch each other's backs, wheel and turn in formation—or just chase each other in a game of tag or follow the leader. Hours of fun—day and night—for young and old. You can even change their colors! They hatch white, pink or red. But put a drop of vegetable dye in their water and see them change color to match! Watch how their internal organs show against other colors—study their life processes—mating and breeding—is that in time you get more and more to give away or sell as you please.

Hurry! Get Your Sea Circus "On The Road"

And, all so easy! Even a child can grow them. No care required—a little feeding—keep them warm and there you are. You've never seen such fun or had so much enjoyment from raising anything! Send now—and get started. Supplies are plentiful but don't be disappointed. Get your Sea-Circus today—be first to show them off to friends and family. Send only \$1 plus 25c PP & Hdg. (Sorry no C.O.D.'s!) We ship at once—with complete instructions—and we guarantee you'll be thrilled or your money back! Mail Coupon.

EMPIRE MDSG. CO. TUCKAHOE, NEW YORK



Empire MdsG. Co., Dept. H

140 Marbledale Rd., Tuckahoe, N.Y.

I want to start hatch ng my own Sea Circus immediately. Rush my order for _____ packets of eggs. I enclose \$1 for each packet plus 25c PP & Hdg. I understand I must be thr. led with these or I can return envelope for full refund.

NAME _____

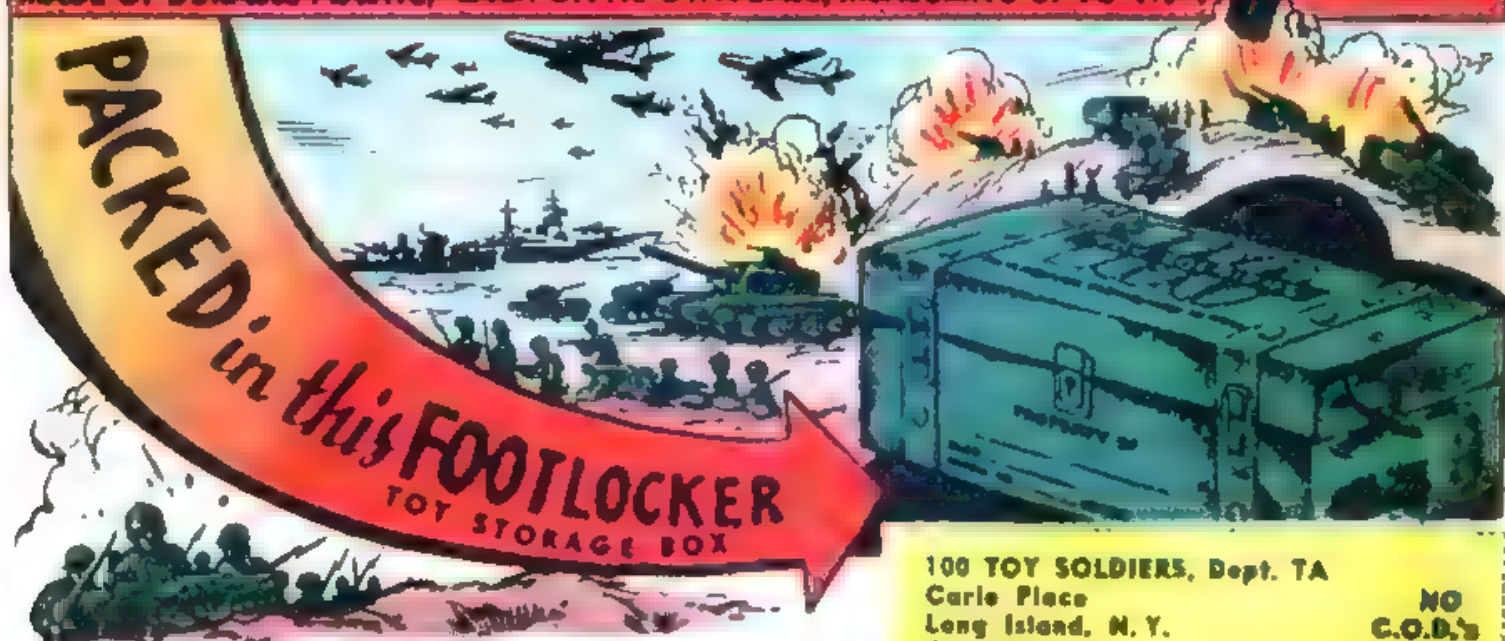
STREET _____

CITY _____

STATE _____

100 TOY SOLDIERS \$1.25

MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4 1/4"!



EACH FOOTLOCKER CONTAINS:

- | | | |
|---------------|------------------|--------------|
| 4 Tanks | 8 Machinegunners | 4 Bombers |
| 4 Jeeps | 8 Sharpshooters | 4 Trucks |
| 4 Battleships | 4 Infantrymen | 8 Jet Planes |
| 4 Cruisers | 8 Officers | 8 Cannon |
| 4 Sailors | 8 Waves | 4 Bazookamen |
| 4 Riflemen | 8 Wacs | 4 Marksmen |

100 TOY SOLDIERS, Dept. TA
Carle Place
Long Island, N.Y.
Carle Place

NO
C.O.D.'s
NO

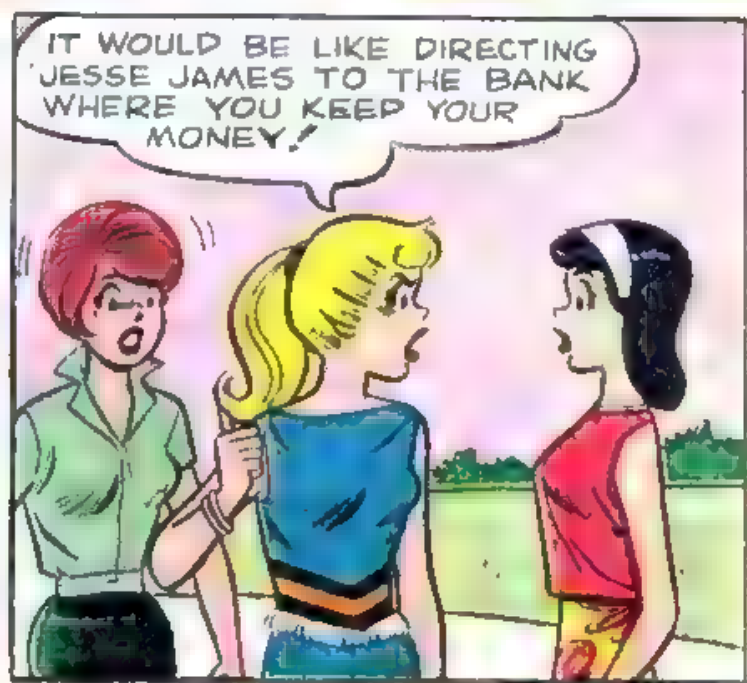
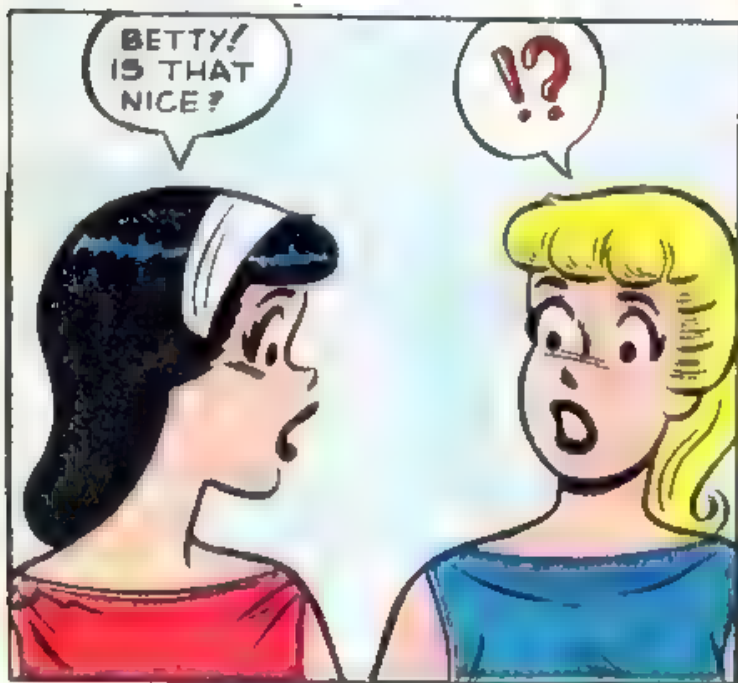
HERE'S MY \$1.25!

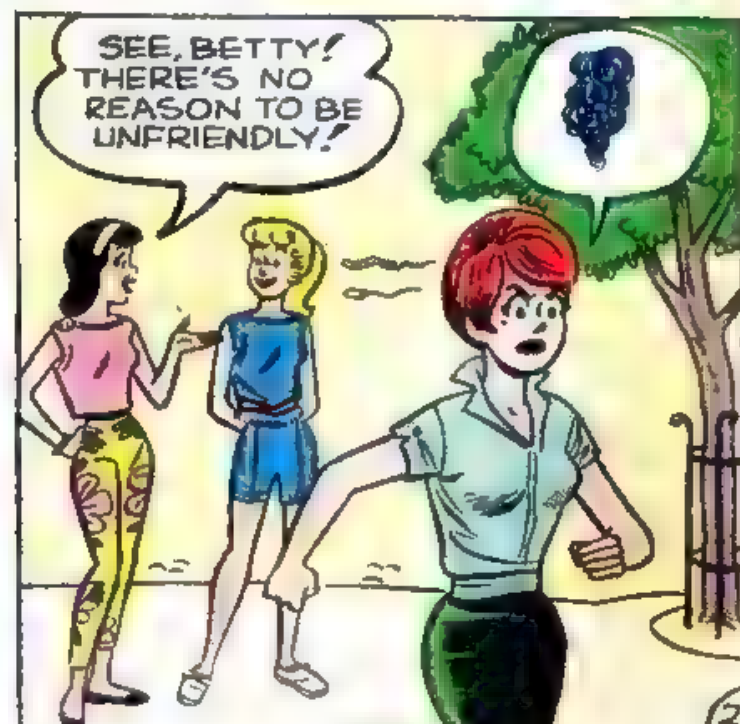
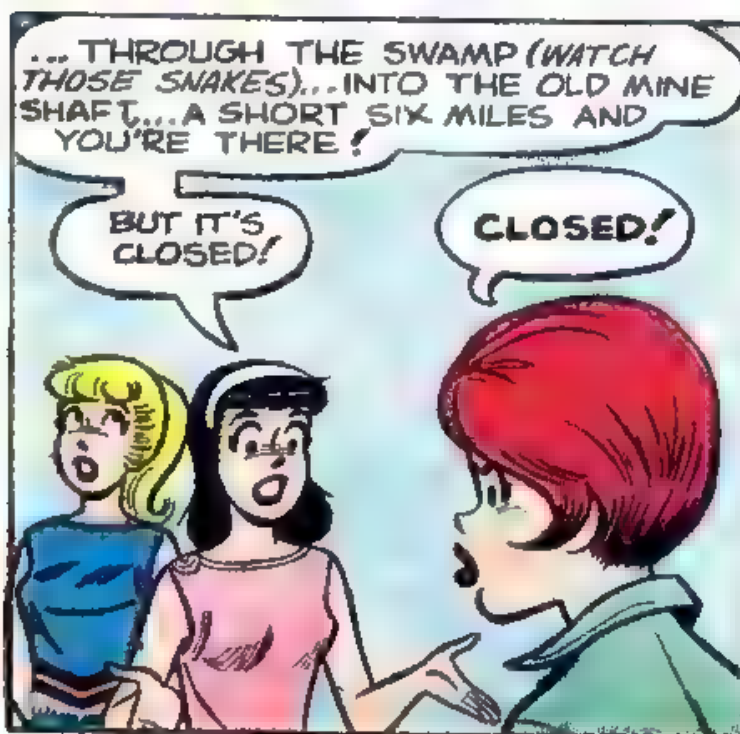
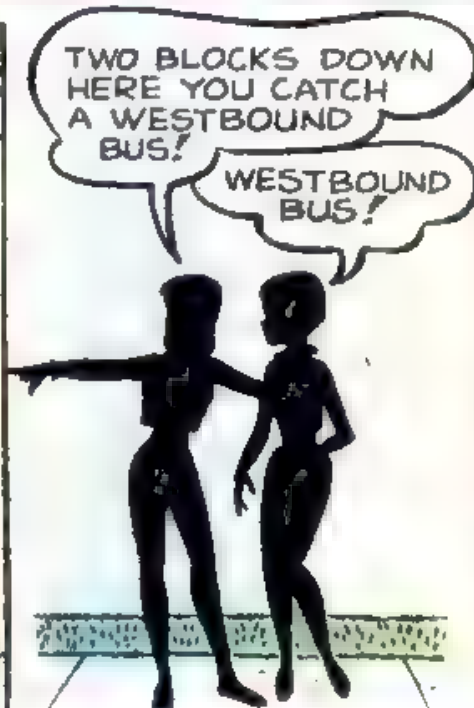
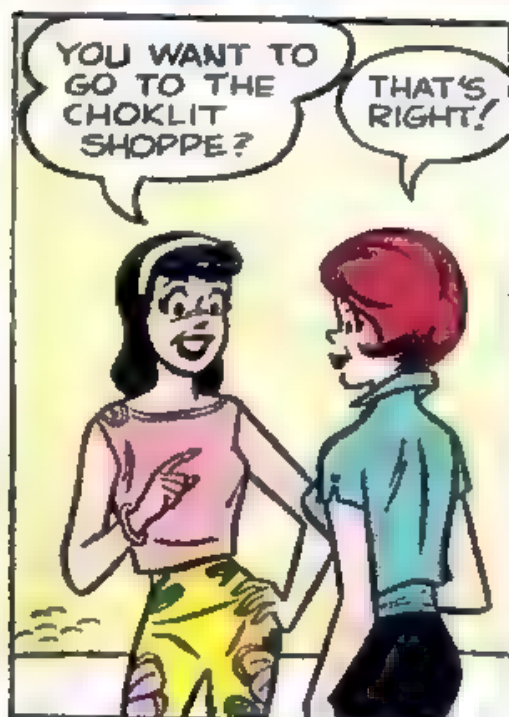
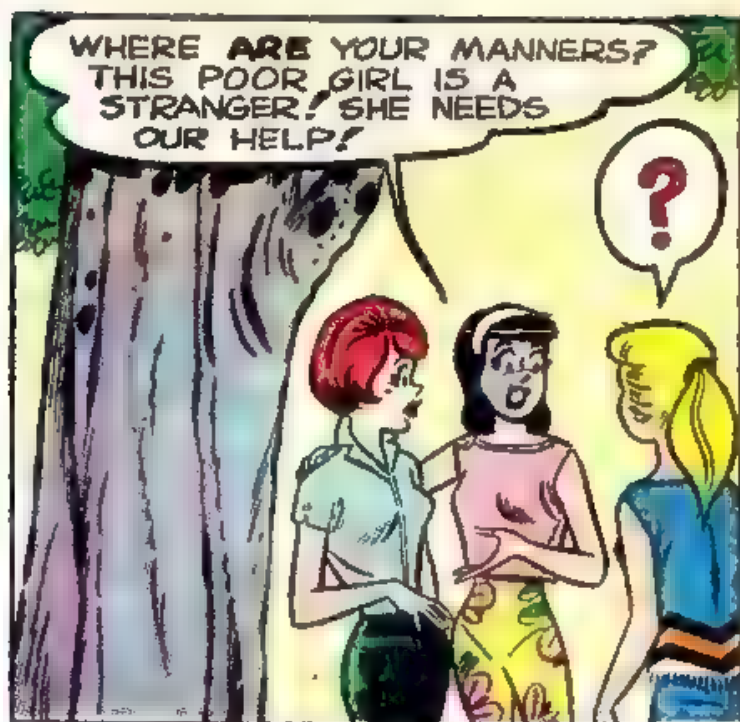
Rush the TOY SOLDIERS TO ME!

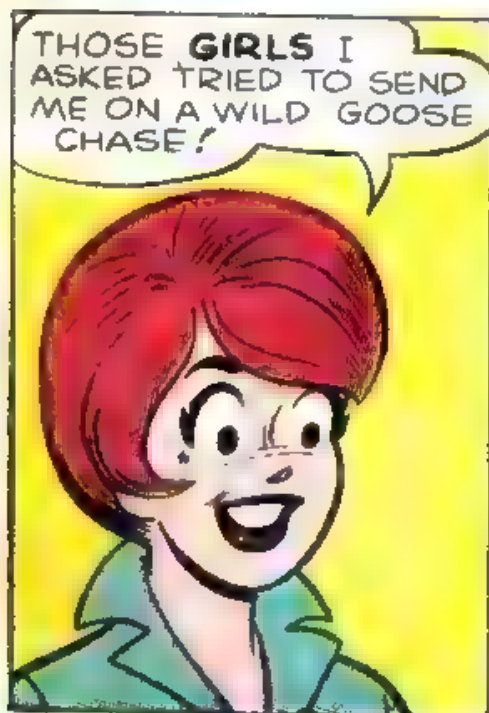
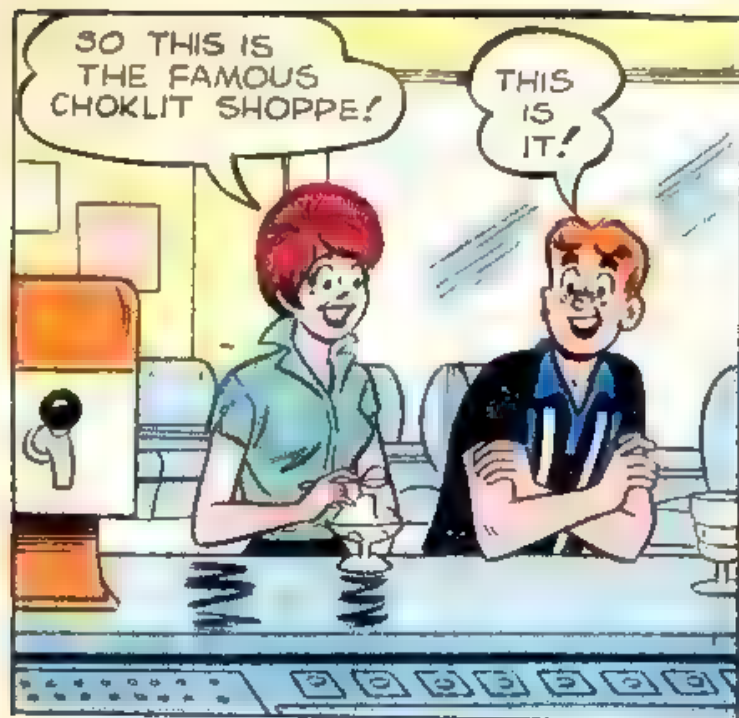
Name _____

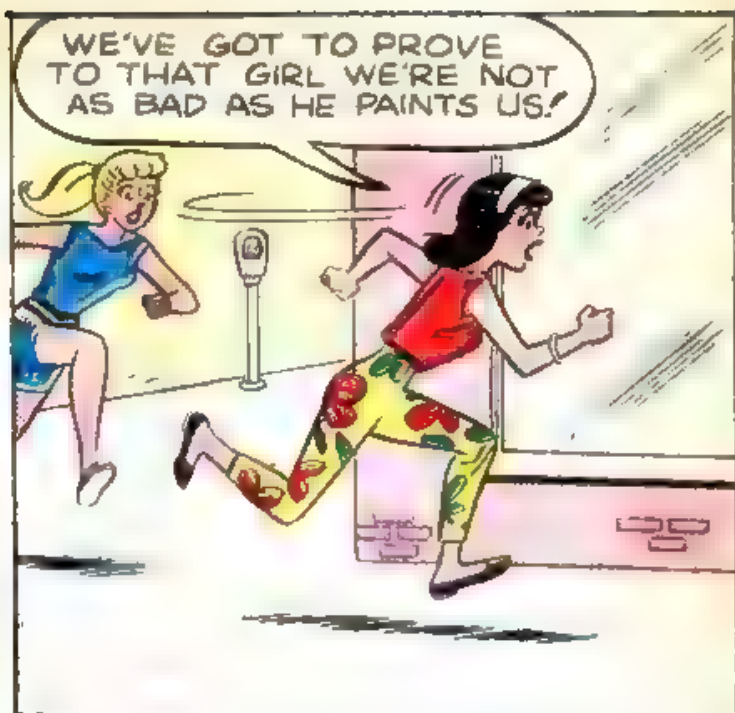
Address _____

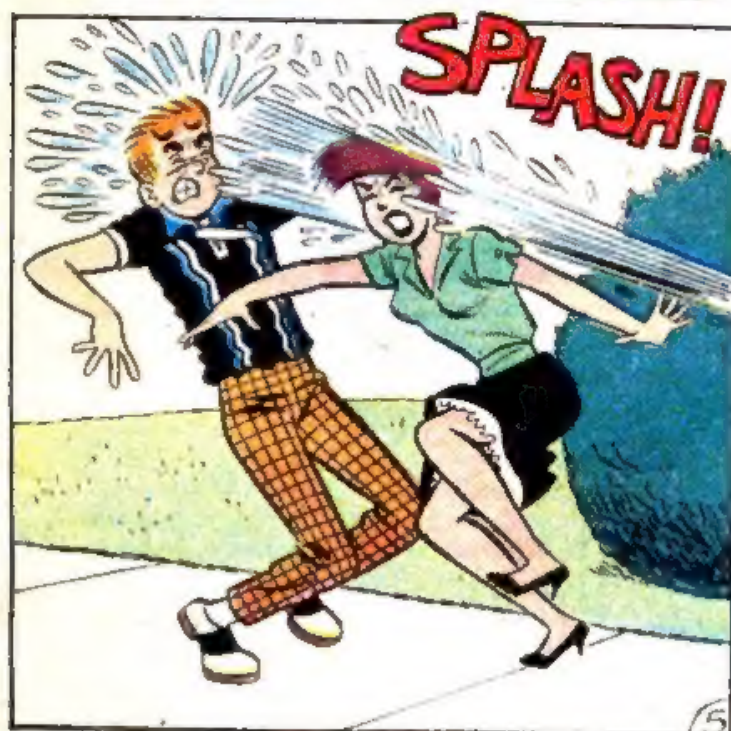
City _____ State _____

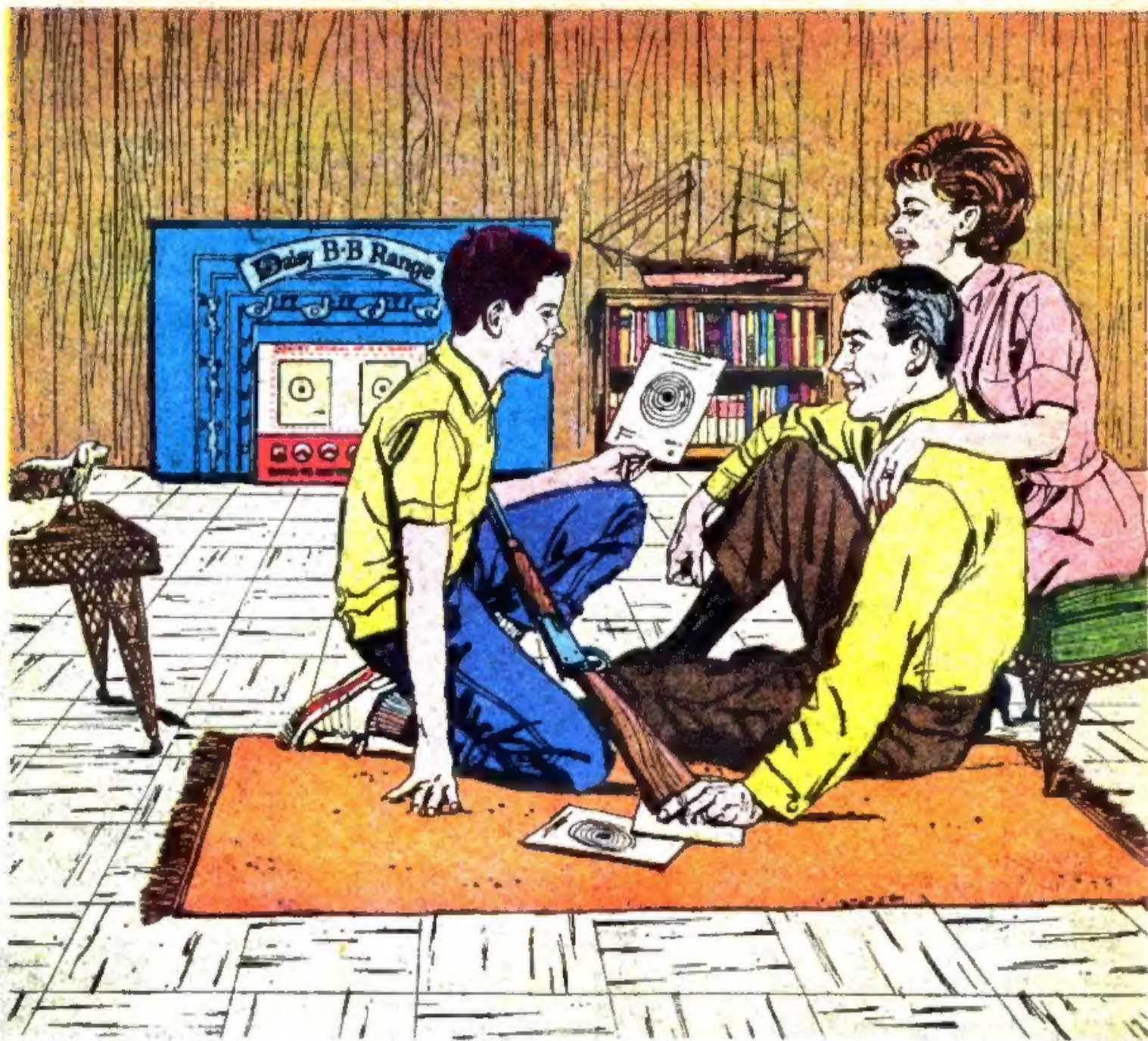












Team up with Dad for B-B gun fun indoors!

The DAISY B-B Range is for dads and sons who like to do things together. It brings B-B gun fun indoors . . . gives you a place to shoot. You'll also learn proper gun handling and safety, and Dad's right there. To start your shooting fun right away, order your DAISY B-B Range today.

SEND FOR YOUR DAISY B-B RANGE TODAY. Includes 3' x 5' blue and white canvas backdrop with metal supporting rod; colorful red and white target box (24" x 20" x 8") with canvas "B-B Catcher"; 40 official targets.

Daisy
B-B GUN DIVISION



DAISY MODEL 1894 B-B GUN
"SPITTIN' IMAGE" of the famous Model 94 Winchester. **\$12.98** at your sporting goods store. Other DAISY B-B guns from \$5.98 to \$17.95.



NEW DAISY B-B SIX GUN
"SPITTIN' IMAGE" of the famous Frontier Peacemaker. **\$5.98**

Always ask for **BULLSEYE®** brand B-Bs. From **DAISY** . . . world's largest manufacturer of B-Bs!

ORDER BLANK

DAISY MANUFACTURING COMPANY
B-B Gun Division
Box 73-P, Rogers, Arkansas
(In Canada . . . Preston, Ontario)

Please send me the new DAISY B-B Range. My check or money order for \$4.98 is enclosed.

Name _____ Age _____

Address _____

City _____ Zone _____ State _____

Only \$4.98 (Verified value \$9.98)

Nationally Famous PRIZES

AT NO COST TO YOU!
OR A BIG 50¢ PROFIT
FOR EACH BOX YOU SELL

DAISY MODEL 1894 RIFLE
Sell Only 24 Boxes

VOYT BASKETBALL
Sell Only 12 Boxes

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Sell Only 12 Boxes

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Sell Only 12 Boxes

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Sell Only 12 Boxes

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Sell Only 12 Boxes

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Sell Only 24 Boxes

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Sell Only 24 Boxes

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Sell Only 12 Boxes

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Sell Only 24 Boxes

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Sell Only 12 Boxes

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Sell Only 12 Boxes

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Sell Only 24 Boxes

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Sell Only 24 Boxes

HOCKEY GAME
Sell Only 12 Boxes

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Sell Only 36 Boxes

SPALDING GLOVE
Sell Only 12 Boxes

MARLIN .22 WITH 4X SCOPE
Sell Only 48 Boxes

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Sell Only 12 Boxes

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Sell Only 12 Boxes

GIRL'S WRISTWATCH
Sell Only 12 Boxes

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Sell Only 24 Boxes

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Sell Only 12 Boxes

MARLIN .22 RIFLE
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MICROSCOPE SET
Sell Only 12 Boxes

MULTI-SPEED RACING BIKE
Sell Only 72 Boxes

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Sell Only 60 Boxes

HORN-LIGHT BIKE GENERATOR SET
Sell Only 12 Boxes

BOY'S WRISTWATCH
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DAISY CO. PISTOL
Sell Only 24 Boxes

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Sell Only 24 Boxes

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Sell Only 12 Boxes

AURORA MODEL MOTORING SET
Sell Only 24 Boxes

MARLIN SHOTGUN
Sell Only 36 Boxes

JOIN THE ORIGINAL J.S.C.A. Get Your Prizes this Fast Easy Way!

It's easy to earn these valuable prizes when you become a member of Junior Sales Club. Cards are sent to you on credit. **YOU DO NOT PAY IN ADVANCE!** Selling these lovely All Occasion Cards or sensational new Christmas Cards is amazingly easy. You sell each box of 21 beautiful cards for the low price of only \$1.25. All your friends, relatives and neighbors will be delighted with such fine cards at such a reasonable price. Many members have earned a prize in only a few hours. **IF YOU WISH, YOU MAY KEEP AS YOUR PRIZE, 50¢ FOR EACH BOX YOU SELL.** The first thing to do is pick out the prize you want. Then simply fill out the coupon with your name and address and mail it in. We will immediately send you 12 boxes of cards. (If prize requires more than 12 boxes, start off with 12 boxes.) We send your cards on credit because we trust you. You have 30 days to sell your cards. All we ask is that you return prepaid by Parcel Post any boxes you cannot sell within 30 days, keeping 50¢ for each box you do sell. That's all there is to it! The J.S.C.A. Club Plan is quick and easy! **MAIL YOUR COUPON NOW!**

NO MONEY TO SEND... NO MONEY TO SPEND

Junior Sales Club of America
SPRINGFIELD 1, MASS.



MAIL THIS COUPON NOW!

**JUNIOR SALES CLUB OF AMERICA
SPRINGFIELD 1, MASS. DEPT. AC-6**

Enroll me as a member of the J.S.C.A. and send me AT ONCE FREE Membership Card, FREE Prize Catalog, complete details on how to get valuable prizes plus a supply of 12 boxes to sell as checked below:

☐ ALL OCCASION CARDS ☐ CHRISTMAS CARDS

You must indicate whether you want Christmas or All Occasion Cards. WE CANNOT send both.

MY NAME _____ Print Clearly

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PARENT'S SIGNATURE _____

WIN!

IN THE "BENDIX AUTOMATIC" BICYCLE BRAKE

CONTEST



1001 PRIZES



1st Prize

ONE-WEEK, EXPENSE-PAID
TRIP FOR FOUR TO

DISNEYLAND



VIA  **UNITED DC-8 JET**
MAINLINER

THE EXTRA CARE AIRLINE

Win a full week of fun for you and your family! • Transportation, hotel, and meals • Plus \$1,000 bonus, if you qualify!



2nd through 11th Prizes

10 GENERAL ELECTRIC

PORTABLE TV SETS!

Plus \$100 bonus if you qualify!



70 GENERAL ELECTRIC TRANSISTOR RADIOS!



140 KODAK

FLASH CAMERA SETS!



280

ETCH-A-SKETCH DRAWING BOARDS!



500

RAY-O-VAC MAGNETIC FLASHLIGHTS!

PLUS
\$2,000
IN CASH
BONUSES!

Bonuses go to any winners of the first eleven prizes who own a bicycle with a Bendix Automatic Gear Shift and Power Brake at the close of the contest! 1st prize bonus—\$1,000! 2nd through 11th prize bonuses—\$100 each!

CLUES To help you win. See your dealer for a demonstration. He'll show you how the Bendix Automatic shifts gears by merely back-pedaling 3" . . . why there are no hand controls or cables to kink or break . . . why hill climbing is a cinch . . . how you shift gears and still keep both hands on the handle bars for complete safety. Look for the 3 red bands that tell you it's the long-lasting Bendix Automatic. Ask Mom or Dad to help you with your entry.

RULES 1. Use the entry blank below, an official entry blank obtained from a bicycle dealer, or a separate sheet of paper, and PRINT in 25 words or less the ending to the following sentence: "The Bendix Automatic Gear Shift and Power Brake makes a bike more fun because, . . ."

2. Any boy or girl can enter this contest who has not reached his or her 15th birthday before September 1, 1963.

3. Entries will be judged for neatness, originality and aptness of thought by panel of judges selected by R. L. Polk & Co. Judges' decision will be final.

4. Employees of The Bendix Corporation, its advertising agencies and R. L. Polk & Co. and their families are not eligible for entry. The contest is void outside the United States and in Wisconsin and Missouri or where prohibited, taxed or restricted.

5. All entries become the property of The Bendix Corporation and none will be returned. No correspondence can be entered into concerning entries.

6. Entries must be post-marked no later than August 31, 1963 and received no later than September 9, 1963. Address your entry to: "Bendix Automatic" Bicycle Brake Contest, P.O. Box 810, Chicago 77, Illinois.

7. In case of lies, each contestant involved in the tie will be sent a special lie breaker requirement to fulfill and return within a specified time limit.

8. Winners will be notified by mail by September 30, 1963.

9. The first prize winner will receive an extra \$1,000 bonus in addition to the Disneyland Trip and the next 10 winners will receive \$100 each in addition to a TV if by the close of the contest they have a Bendix Automatic Gear Shift and Power Brake on their bicycle.

"BENDIX AUTOMATIC" BICYCLE BRAKE CONTEST P.O. BOX 810 CHICAGO 77, ILLINOIS

"The Bendix Automatic Gear Shift and Power Brake makes a bike more fun because _____

NAME _____ ADDRESS _____

CITY _____ STATE _____ AGE _____